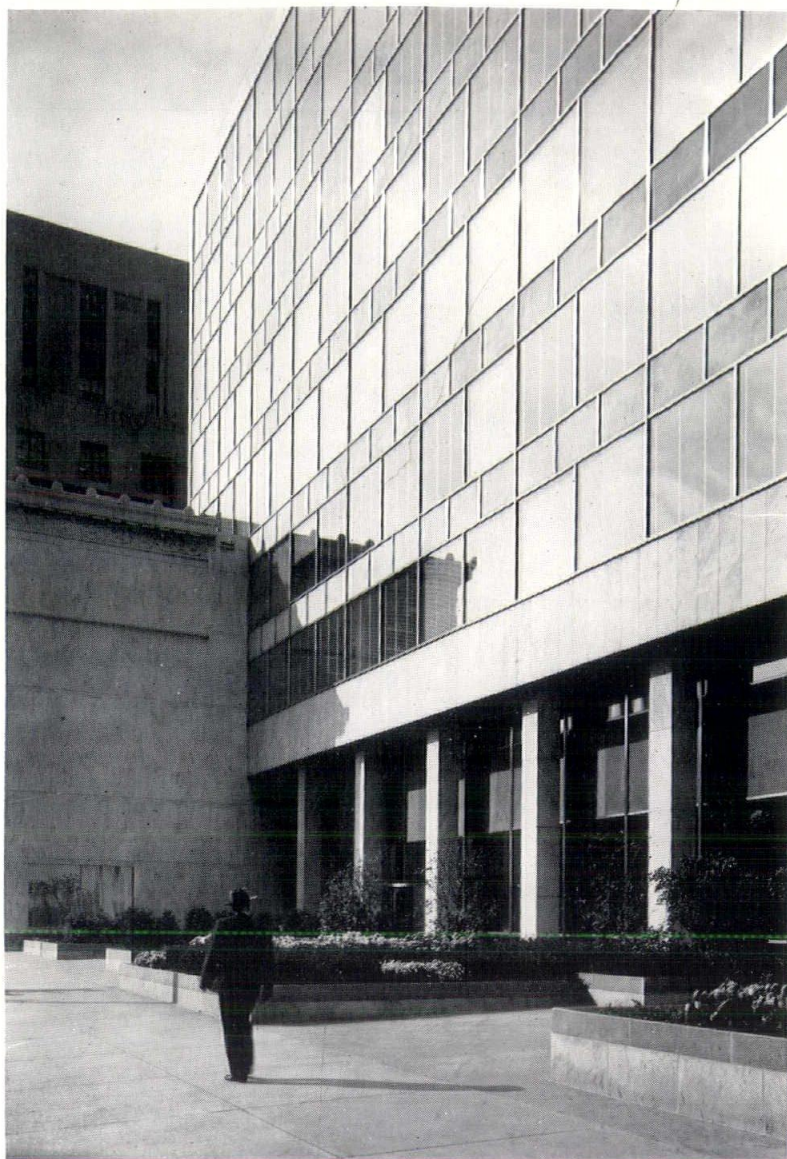


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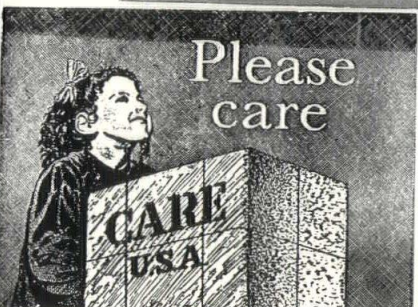
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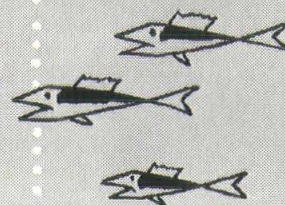
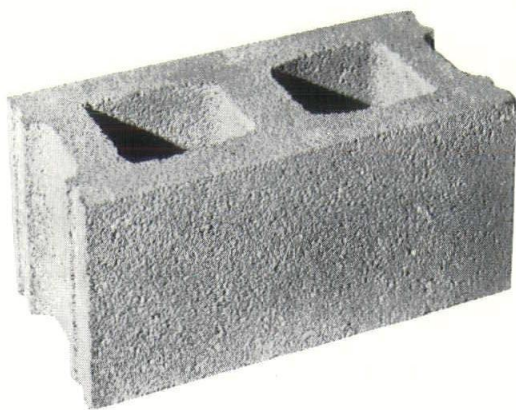


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We wish to thank you for putting our name on your mailing list and will be very happy to include your magazine among those in our Reading Room. We will find a very suitable cover for your magazine.—E. E. RENEGAR, MANAGER, DETROIT YACHT CLUB

BULLETIN:

We are happy to accept your generous offer of a complimentary subscription to your magazine and would appreciate having you include us on your mailing list.—F. J. LARGE, MANAGER, PLUM HOLLOW GOLF CLUB

BULLETIN:

This is to thank you for the complimentary subscription to your publication, Monthly Bulletin, Michigan Society of Architects. We are very happy to include it in our library of magazines.—FRED J. GEBSTADT, MANAGER, GROSSE POINTE YACHT CLUB

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MARCH—43rd Annual M.S.A. Convention

APRIL—Arthur O. A. Schmidt

MAY—James B. Morison

JUNE—Annual M. S. A. Roster (Alphabetical) & Saginaw Valley Chapter, A.I.A.

JULY—O'Dell, Hewlett & Luckenbach

AUGUST—14th Annual Mackinac Mid-summer Conference

SEPTEMBER—Earl G. Meyer

OCTOBER—Detroit Chapter A.I.A.

NOVEMBER—Theodore Rogvov

DECEMBER—Annual M. S. A. Roster (Geographical) Western Michigan Chapter, A.I.A.

Monthly Bulletin, Michigan Society of Architects, Volume 30, No. 12

MONTHLY BULLETIN

Michigan Society of Architects
120 Madison Ave., Detroit 26, Mich., WO 5-3680
Official Publication of the Michigan Society of Architects: Elmer J. Manson, President; Eberle M. Smith, 1st Vice-president; Peter Vander Laan, 2nd Vice-president; Willard E. Fraser, 3rd Vice-president; James B. Morison, Secretary; Leo I. Perry, Treasurer; Directors—Samuel C. Allen, Ernest J. Dellar, Sol King, Adrian N. Langius, Amedeo Leone, C. A. OBryon, Ian C. Ironside, Frederick J. Schoettley, Linn Smith, Frederick E. Wigen; Talmage C. Hughes, Executive Secretary.

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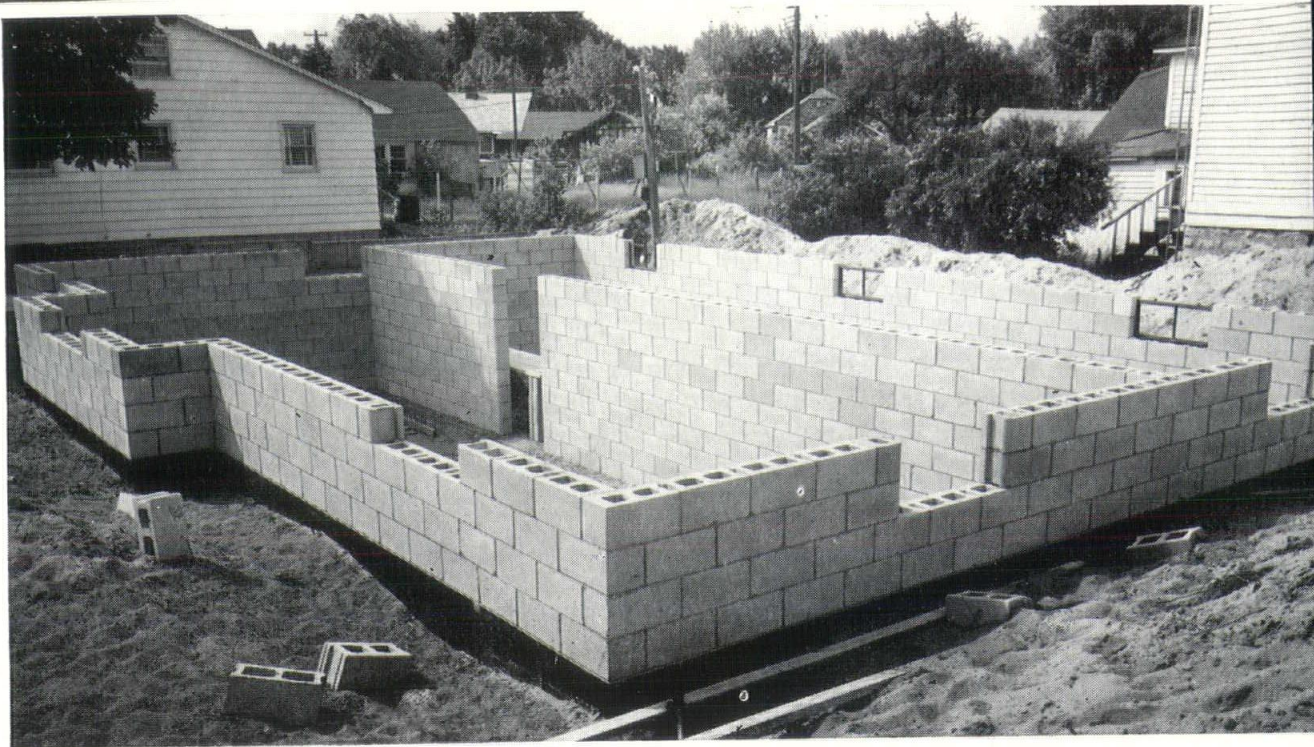
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Basement for a Vibrapac concrete block home. Note standard 8" units can be used in center of basement as a bearing wall, instead of using conventional steel posts.

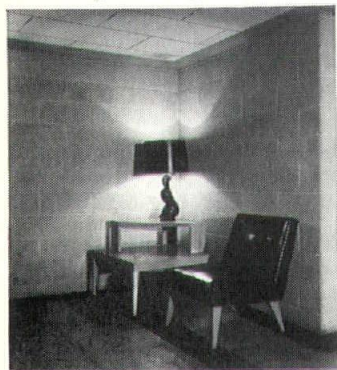


"Lower Living Room" replaces basement in modern home building

Today's basements are cool and comfortable in summer . . . warm and dry in winter.

During the past few years, an overwhelming demand for housing influenced many builders to adopt home designs which could be erected quickly and economically. Such designs often eliminated the basement. Slabs and crawl space were substituted.

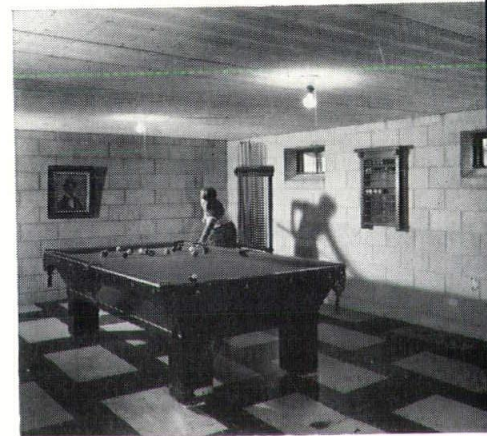
The importance of a good basement to sound planning for modern living continued to be apparent, however, as more and more homes were built. So much so that current building practice again emphasizes the basement as basic to a well designed home. The new concept of a base-



Corner nook in a modern basement recreation room.

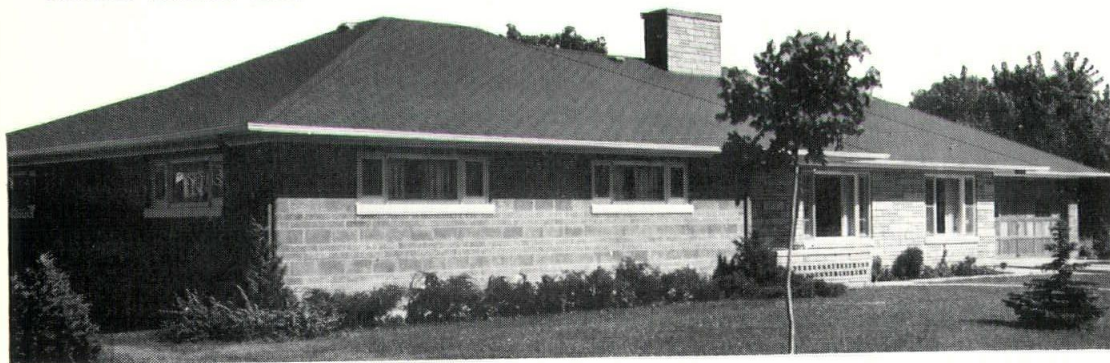
ment's place in the home has much to do with this trend. No longer is the excavated area under a house regarded as a "cellar" . . . gloomy, poorly ventilated and usable only for furnace, water heater, laundry and odds and ends. The basement today is actually not a basement at all but a "lower living room." This change has come about through the use of modern scientific construction methods which keep the basement dry, cool and airy in summer and pleasantly temperate in the coldest weather. In consequence, living rooms, studios and even bedrooms are all on the below-ground level in many of the most attractive and comfortable homes being built today.

In the past, the economical construction of a dry, airy and cheerful basement was often a problem. With the increasing use of VIBRAPAC concrete block, this problem has ceased to exist. Produced by automatic machines, VIBRAPAC block is dense and uniformly textured. It is naturally water resistant and



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Vibrapac block constructed home. Note unusual effects created by using 4" and 8" high block.

Letters

BULLETIN:

Thank you very much for the copy of your very beautiful Bulletin which we have been receiving for a little while past. It is very generous of you to offer us a complimentary subscription, as we have a number of outstanding architects and engineers in our membership.

I am sure it is interesting, and appropriate for the Club to place the magazine in our Reading Room. I assure you we shall be very glad to do so.
—LOWELL S. SMITH, MANAGER DETROIT CLUB

BULLETIN:

On behalf of the Scarab Club, may I thank the Michigan Society of Architects for the complimentary subscription to its Monthly Bulletin. This magazine will make an excellent addition to the periodical library of the Club and will be greatly enjoyed by all the members.
—WILLIAM A. BOSTICK, SECRETARY, SCARAB CLUB

BULLETIN:

Thank you for sending a copy of the Monthly Bulletin, Michigan Society of Architects. It is most attractive and will help our Art Committee in making selections of artists who are willing to have a showing in our Art Corner. We appreciate your thinking of us.—MARY F. BUCK, MANAGER, WOMEN'S CITY CLUB

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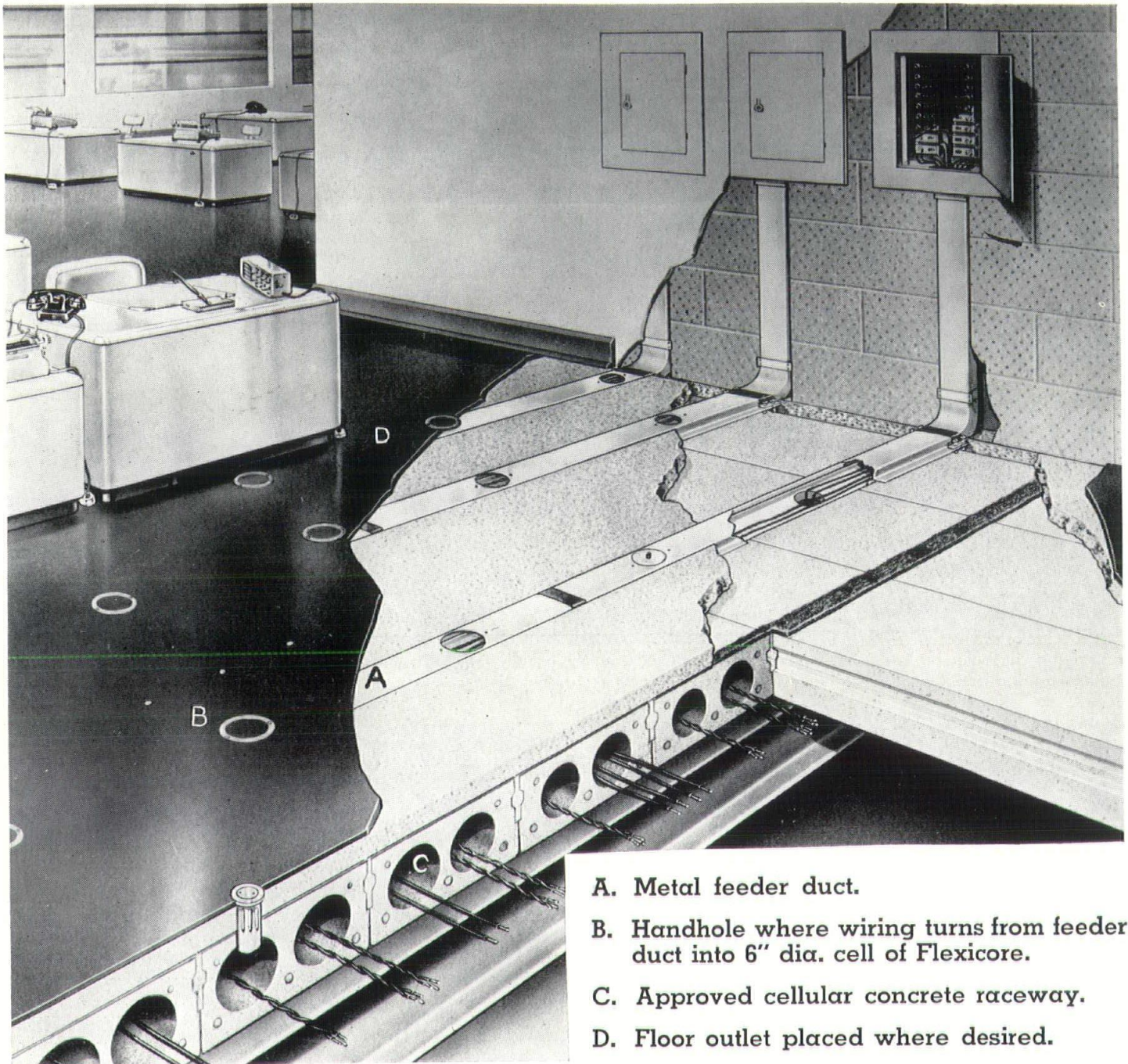
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Bulletin Board

Hunger and Greed

We are indebted to Circuit Judge Robert M. Toms, of Detroit, for the following pretrial statement:

"The misfortune implicit in this case can all be attributed to two human appetites—hunger and greed. If the plaintiff had not wanted to get something for nothing and had not been overcome by hunger at the same time, this never would have happened, but nevertheless, on July 10th, 1954, while the plaintiff was a paid patron of the race track operated by the defendant Racing Association, he approached the food concession operated by the other defendant, Turf Service, Inc., and bought a hamburger and a cup of coffee. The place was crowded and the patrons were milling around so that when the plaintiff's coffee was served to him in an open paper carton, somebody in the crowd jostled his arm and he spilled the coffee down the front of his person and he sustained serious burns. Neither defendant was immediately aware of the incident, but the plaintiff was taken to the first-aid room and treated. The defendants do not deny that the plaintiff was burned by the spilled coffee.

"Plaintiff states that he was not wearing a coat or a jacket, and that the coffee was hot enough to produce third degree burns with residual scars. The defendant's doctor on the first-aid station who saw him immediately after the accident, pronounced the burns as first degree burns. As has been aptly stated, this and almost everything else is a matter of degree. The plaintiff's claim for damages is limited to \$10 for drugs at the corner drug store without a physician's attention, and no loss of earnings from his job. This leaves the unliqui-

dated item of pain and suffering and whatever humiliation and embarrassment might follow from a scar of undetermined area and vividness on the abdomen of a 50-year old man, who is not a model or a nudist.

"Just to be sure that no possible bet is overlooked, the plaintiff also claims, with his tongue in his cheek, that if he had not been prevented by this accident he would have placed a bet on Sunrise in the seventh race, a horse that came in while the plaintiff was still in the first-aid station, with a price of \$280.40. It is not disclosed how much the plaintiff planned to put on this horse's nose, therefore, his lost winnings are somewhat speculative. The area of control, as distributed between the two defendants, is perhaps a material question, it being uncertain how long after the coffee was delivered to the plaintiff by Turf Service, it remained responsible for furnishing him a safe place to drink it. There was no sharp line dividing their jurisdictions and the people milling around the plaintiff consisted both of patrons of the food service and of the track only. This may not be important, but it is at least confusing.

"The duties imposed by the plaintiff upon both defendants indiscriminately are set up in three sub-paragraphs which, for good measure, are pleaded three times and consist in the alleged duty to control the crowd with guards or barriers or some other way, and to not serve coffee in open cartons and to maintain aisles and passageways and other things which the declaration will amplify.

"The position of the defense at long last is that if, as the plaintiff contends

should have been the case, the plaintiff had bought a hamburger which he held in one hand and a sealed or covered receptacle in the other, his whole mission would have been frustrated and neither his hunger nor his thirst could have been properly assuaged. Moreover, defendant contends that the sale of coffee in an open receptacle, whether paper, plastic, or china, is the common, usual and orthodox method of serving hot coffee in every race track and ball park in the land, and that there is nothing inherently dangerous in an uncovered receptacle containing coffee.

"The defendants' position further is that the plaintiff purchased coffee in an open cup knowingly and advisedly, and accepted any risks incident thereto. Further, that the unfortunate incident was triggered by the intervention of a third person, a stranger to both the plaintiff and the defendants, over whose actions the defendants had no control and who had a right to be where he was, in close proximity to the plaintiff, and not subject to any restriction by the defendants.

"It is conceded that there were approximately 20,000 patrons at the race track on this fatal afternoon, but the plaintiff does not claim that he was jostled by the whole 20,000, so that any in excess of his immediate neighbors seem to be exculpated from any blame.

"The pleadings are satisfactory, the long story is coming to a close, the plaintiff's abdomen is mending. A jury has been demanded and if it is denied the right to hear this story, it will be their loss. Ordinarily this case should be tried in one day. It will probably be so much fun that nobody will want to stop short of a week."



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Architects In The News

Arkansas

JULIAN B. DAVIDSON, A.I.A., has been appointed by Governor Faubus to the Arkansas State Board of Architects. He fills the unexpired term of Lawson L. Delony, who resigned. Mr. Davidson is a graduate of Washington University School of Architecture. He has done graduate work at Massachusetts Institute of Technology. In 1944 he was made a partner in the firm of Wittenberg and Delony.

California

EARL R. HEITSCHMIDT, F.A.I.A., has been selected by the U. S. State Department to head a design group planning America's entry in the 1958 Universal and International Exposition to be held in Brussels, Belgium.

The Exposition building will house U. S. entries. The displays will depict life in the U. S. in the elaborate international pageant which will have as its theme: "World View—A New Humanism," with emphasis on world cooperation and the use of nuclear energy for peaceful purposes.

CHARLES LUCKMAN of the firm of Pereira & Luckman, has announced the appointment of G. P. Ellington as his firm's director of public relations. A. W. McKelvey, former director of public relations, has been advanced to director of planning.

Leland King, former director and supervising architect for the U. S. Department of State's overseas building activities has become affiliated with the firm, as director of architecture.

WELTON BECKET & ASSOCIATES, ARCHITECTS-ENGINEERS, of Los Angeles announce the appointment of Jack Whitehouse as the firm's Director of Public Relations.

Illinois

UNIVERSITY OF ILLINOIS announces the competition for the Francis J. Plym Fellowships in Architecture and Architectural Engineering for 1956-57, each carrying a stipend of \$1700 for study and travel in Europe. Only graduates of the University's Department of Architecture are eligible. Additional information may be obtained from Alan K. Laing, Chairman, Department of Architecture, University of Illinois, Urbana, Illinois.

Minnesota

HAARSTICK, LUNDGREN & ASSOCIATES, INC., have announced the appointment of nine new associates to their St. Paul architectural and engineering firm. They are O. Reuben Johnson, Frank Mikutowski, George E. Rafferty, Robert J. Snow and William F. Walsh, all architects. Howard Kilby, and Lars G. Ljungkull, engineers, and William E. McGuigan, treasurer.

Missouri

KIVETT & MYERS, architectural firm of Kansas City has announced the addition of Angus McCallum, A.I.A., as a member of their firm. The new firm name is to be known as Kivett, Myers & McCallum. Offices are at 1016 Baltimore. Mr. McCallum had been associated with the firm since 1948.

North Dakota

HAROLD C. BRUNER, of Minot, has been re-elected president of the North Dakota Chapter, A.I.A. Newly elected were: Walter T. Johnson of Fargo, treasurer and Gilbert R. Horton of Jamestown, director.

Also re-elected were Myron Denbrook of Grand Forks, vice president; Herman Skaret, Fargo, secretary; Leander Ross, Minot, director.

Ohio

JOHN P. MACELWANE, of Toledo has been installed as president of the Architects Society of Ohio. Harold W. Goetz, was elected third vice president. Clifford E. Sapp was retained as executive secretary.

Columbus was named the ASO convention city for 1957.

FAYNE F. FRESHWATER, has announced the change in the name of the firm to Freshwater & Harrison & Associates, Architects and Engineers, with offices at 3763 N. High St.

Members are Fayne F. Freshwater, architect and Leslie D. Harrison, engineer. Associates are Alfred J. Friday and Paul Snouffler, architects.

Pennsylvania

HARRY G. STEWART, a partner in the firm of Stewart, Martin & Noble, Philadelphia architects, has been elected president of the Philadelphia Chapter, A.I.A.

Other officers named were John Carver, first vice president; Briton Martin, second vice president; Charles W. Politt, secretary; John F. Gane, treasurer; H. Mather Lippincott, Jr., recorder and Lyle F. Boulware, Paul d'Entremont and John T. Grisdale, directors.

Texas

FRED MACKIE, of Houston is the new Texas Society of Architects president. Other officers elected were Reginald Roberts of San Antonio, first vice president, and Robert P. Woltz of Fort Worth, second vice president.

In Memoriam

GROSVENOR ATTERBURY, F.A.I.A., 87, on Oct. 19. A prominent architect and inventor of the Atterbury method of rapid, mechanized mass production of units for low-cost housing, he was a resident of Shinnecock Hills, L. I., N. Y.

ALEXANDER V. CAPRARO, A.I.A., 62, in his home city of Chicago, Ill., on Nov. 1st. Mr. Capraro was formerly chief of the real estate division of the county assessor's office.

WILLIAM S. COVELL, 84, in his home city of Philadelphia, Pa., on Oct. 25th. Mr. Covell was a former city architect. A graduate of Columbia University, he was the first to win the Prix de Rome for overseas architectural studies.

W. LAWRENCE JAEKLE, A.I.A., 76, of Dayton, Ohio, on Oct. 14th. Mr. Jaekle designed the new Holy Family school, Holy Rosary church, St. James church and school and St. Anthony school.

HERBERT S. KIMBALL, 87, Oct. 18. Retired mill architect and chemical engineer, formerly of Boston, Mass., at his home in Redondo Beach, Calif. Mr. Kimball designed plants and buildings of the Merrimac Chemical Co., and various pulp and paper concerns.

IRVIN MICHAELSON, A.I.A., 47, in his home city of Elkins Park, Pa., on Oct. 23rd. Mr. Michaelson was serving as associate architect for the Keneseth Israel Temple now being built.

JOSEPH G. MORGAN, A.I.A., 53, in his home city of Sumner, Md., on Oct. 12th. Mr. Morgan designed the interiors and exteriors of all the new Hot Shoppes restaurants. He was also designer for the Marriott Motor Hotel in Virginia.

JOHN F. STROBEL, A.I.A., 82, in his home city of Rochester, N. Y., on Oct. 3rd. Mr. Strobel was architectural consultant for John B. Pike & Son, Inc., a contracting firm.

HAROLD B. WEAVER, 79, of Riverside, Conn., on Nov. 2nd. Mr. Weaver who attended Columbia University, had been with the Colonial Motor Coach Corp., an upstate New York Bus firm that later was absorbed by the Greyhound Corp. He also had been an architect for residences in Westchester County and in Connecticut.

H. RAYMOND WEEKS, A.I.A., 65, president and treasurer of H. Raymond Weeks, Inc., Durham, N. C., architectural and engineering firm, at his home on Oct. 27th.

Ford Dynamometer Building
River Rouge, Michigan



Voorhees, Walker, Smith & Smith, Architects
Gust K. Newberg, General Contractors

WITH MASONRY AS WITH MOTORS . . . men, materials, machinery are put to the test

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Stephen Blake

THE BEAUTIFUL WARM SPRINGS VALLEY OF VIRGINIA—looking north—with the tower of The Homestead at Hot Springs rising majestically from the valley floor is a sight long to remember

THE HOMESTEAD

Like an Old World feudal barony it is the last oasis in the United States where the art of gracious living in the plantation atmosphere of ante-bellum Virginia is extant

BY GUSTAVUS ARNOLD

ON THE NIGHT OF JULY 2nd, 1901 sprite-like flames were seen dancing in the dark on the top-most roofpeak of The Homestead — America's most distinguished country resort and Spa. To the horror of the breathless observer racing to the front entrance to give the alarm, the flames began descending the roof to the eaves.

Aroused from their slumbers in the tumult of the advancing conflagration, the fashionable guests including Astors, Rockefellers, Vanderbilts and Lees fled in their night clothes down the grand staircase and streamed out every available exit. The fiery tongues of flame licked at their very heels as if to encourage them to depart more speedily

into the safety of the Virginia night.

Shortly after, the whole white edifice was a roaring, crackling inferno. Its leaping flames lighted up the gentle slopes of the Warm Springs valley with an eerie glow.

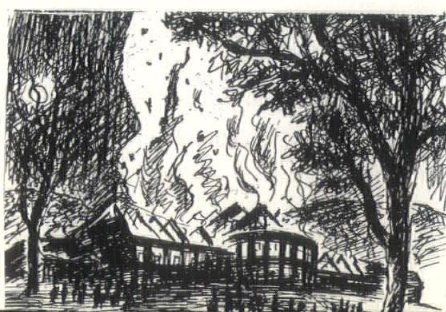
At dawn all that remained of the once proud Homestead was a forest of charred brick chimneys wreathed by a rising pall of smoke and glistening like black

jet in the early morning sunlight.

Here for a hundred and fifty years had been a charmed spot in the Alleghenies where the aristocracy of Tidewater Virginia and the deep South had disported themselves in an elysian paradise.

To a distraught, southern gentleman contemplating the awful sight, it was "as if the ghost of Sherman and his northern brigands had marched through during the night."

But the management was undaunted by this juggernaut blow, and immediately, the very next day, wired the noted Cincinnati architectural firm of Elzner & Anderson to send their men at once so that a new structure could be designed



Margaret Lowengrund



Stephen Blake

THE TOWER, designed by architects Warren & Wetmore of New York, is the hallmark of The Homestead and was built in 1929 at a cost of a million dollars. It contains the most elaborate suites, many of which have a private porch with a beautiful view

THE HOMESTEAD SPA, originally designed by Yarnall & Goforth, has been improved down through the years. The last alterations were made in 1955 when the new outdoor swimming pool and sand beach was added to its west wing. The waters of the Spa are similar to those at Aix-les-Bains in Europe and have great curative effect



Stephen Blake

and rise like the ancient Phoenix — *Resurget Cineribus*—out of the ashes of the old.

The Main three sections and the West wing were completed in 1902. The East wing, under the tutelage of Elzner & Anderson was added in 1912; and then in 1929 the Tower which was designed by New York architects Warren & Wetmore, and which has become the hallmark of The Homestead, was built. This completed the structure as we see it today.

The Homestead and its personality is the projection of its owner, Mr. Fay Ingalls, a gentleman in his seventy's who is the closest approach to Plato's philosopher king that we have in America today. An Ohioan, who incorporates the idealistic country squire of Virginia with the practicality of his own down-east Yankee forebears, is "laird" over a seventeen thousand acre patrimony which takes in villages, farms, forests, and mountains. But he "rules" with a wise and understanding heart and is beloved by all the "subjects" of his wide and far-flung domain. He is a man of many facets, being author, innkeeper, lawyer, journalist, farmer, geologist, huntsman, botanist, golfer, and philosopher. Mr. Ingalls also is very much interested in architecture.

What is The Homestead? Take your own country club—the one you like best—house it in a structure of architectural beauty and colonial simplicity—embellish it with all the comforts of modern living—staff it with a retinue of exemplary service—offer cuisine of superlative merit—furnish it with every activity for ones enjoyment—place it in an historic and tranquil valley—surround it with a vista of forested mountains—and you have—The Homestead!

The Homestead is a year-round resort. The heights of its seasons are spring and autumn. The greatest number of guests with children come in the summer, while many elderly people prefer the winter. Some guests tired of the constant ordeal of having their luggage packed and unpacked each season decided to eliminate the bother and so just live permanently at The Homestead.

"Your home away from home" has always been the watchword of The Homestead. A case in point is that of Mrs. Cornelius Vanderbilt, who for fifty years regularly took up residence on the first floor of the West wing each spring and autumn. After ordering mattress padding placed between the double doors of her suite and those adjoining and a fire kindled in her sitting room fireplace, and the chambermaids cautioned to walk on tiptoe, she was all set for a six weeks cure. The Homestead was the only place in America where Mrs. Vanderbilt felt "at home" outside of her own private residences in New York and Newport.

The Great Hall of the Homestead is one of the architectural gems of the South. Sixteen magnificent white Corin-

thian columns rise two stories high along its 180-foot length. Afternoon tea is served in it every day from five until six with music by The Homestead ensemble. During the day in the Great Hall guests can be seen coming and going in all manner of attire from shorts to riding habits, but when the clock chimes six they evaporate as if by magic and ever after during the evening it's black tie and dinner dress.

The usual evening ritual begins with cocktails in The Homestead Club, then the promenade down through the Great Hall to the dining room. Following dinner there is the promenade back through the Great Hall to the Garden room where after-dinner coffee is served. Then, on to The Homestead Theatre for a CinemaScope and after that dancing 'till one a.m. in the ballroom.

After a good night's rest invigorated by the mountain air you are ready next morning for a game of golf, tennis, or horseback riding or skeet shooting or swimming in the indoor or outdoor pools or maybe a tallyho ride or just basking in the sun.

Many guests at The Homestead make use of the delightful Warm Springs pools where Thomas Jefferson and other greats of colonial America bathed and drank mint juleps floated out to them on cork trays. It is an experience well worth trying and is the closest approach you can get to Adam before he left the Garden of Eden.

The first tee on The Homestead Golf Course is the oldest in use in the United States. It was laid out in 1892. The most beautiful fairway is the tenth which makes the nature-loving golfer loath to continue his game and leave behind the magnificent vista of the Warm Springs mountain range viewed to his left as he plays.

If you are lucky you might get Baptist, scripture-quoting, kindly Alex Zimbardo as your caddie. This 72-year-old mountaineer of Elizabethan heritage has "off and on" caddied for Homestead golfers for fifty years and will expound the nature of the universe and man's destiny, on the eleventh tee.

The famous Cascades Course also part of The Homestead domain is one of the finest in the world and tests the prowess of the most apt professional. The Homestead manager, Thomas J. Lennon, a Cornell University graduate and an excellent golfer, participates in many of the tournaments held during the year.

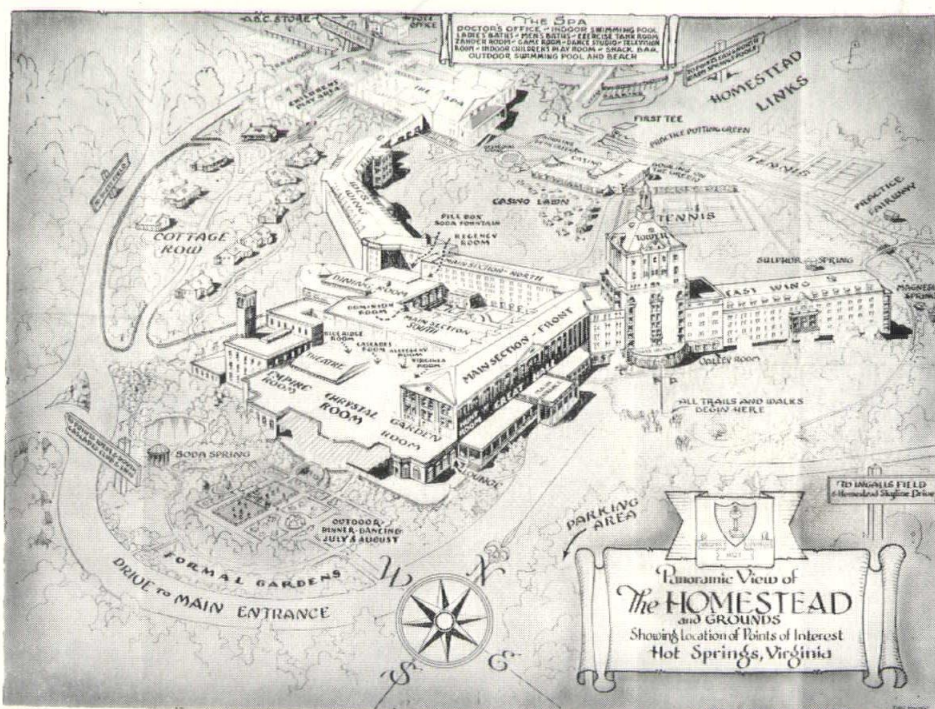
Tennis is one of the prime sports at The Homestead. There is always an interested spectator gallery along the slopes and walk leading to the Casino. Personable Paul Bobbitt, the pro, is a great asset to Homestead cordiality.

The cuisine at The Homestead is palatable to the most discriminating. In the beautiful white pillared main dining room such efficient captain waiters as Webb and Davis will be most solicitous for your well being and for your enjoyment of every morsel that is served to

Ed Nemo



THE MAGNIFICENT SWEEP of the Warm Springs mountain range flanks like a great wave the eastern periphery of The Homestead domain as seen from an airplane



THE EIGHTEENTH TEE on The Homestead Golf Course with the tower of the hotel in the background. Note horse-drawn carriage in shade, to golfer's left, on riding trail



Capsco, Washington, D. C.



Stephen Blake

DOWN THROUGH THE GREAT HALL, designed by Elzner & Anderson, have promenaded most of the First Families of America

you from the matchless cookery of The Homestead kitchens.

Having breakfast in bed is one of the pleasant niceties offered by The Homestead and many of the guests enjoy this morning benefaction during their stay.

One of the oldest buildings on The Homestead estate is the Casino which was miraculously saved from the fire of 1901. This yellow and white frame structure is the center of attraction from twelve thirty until three each day and around it converge most of the guests for their noon buffet luncheon. It is one of the most delightful rituals of the whole Homestead saga and gives it that re-

laxing country club atmosphere.

The Homestead does not make a practice of publicizing its patronage. However, if one should gain permission to delve into the yellowed records of those registered down through the years, you would find such names as Lee, Rhineland, du Pont and Gould and any number of Biddles, Byrds and Breckinridges.

Looking further you'll find J. P. Morgan, Julia Marlowe, Dr. Francis Dela-

field, Countess Troubetskoy, Chauncey Depew, Mrs. Stuyvesant Fish, Louis Napoleon Bonaparte, and John D. Rockefeller, Sr. and Jr.

There are many United States presidents listed. Among them are William McKinley, William Howard Taft, Calvin Coolidge, Herbert Hoover, and Franklin Delano Roosevelt who was a classmate of Mr. Ingalls at Harvard.

Woodrow Wilson spent his second honeymoon at The Homestead and Cornelius Vanderbilt, Jr. his first.

Nicholas Longworth, James Bryant Conant and General George Marshall came many times to the resort. Others

Excerpts From Letter Written To Mrs. Robert E. Lee by General Lee

The Homestead, Hot Springs, Virginia
August 10, 1870

My Dear Mary:

We reached here this morning about 9:30 A. M., Captain White and I, after as pleasant a journey as we could have expected. After taking the cars [train] at Goshen, the old route by Milboro 'rose up so strong before me that we determined to adhere to it. Reached Bath Alum about 4:00 P. M., where we passed the night . . . This morning we breakfasted at the Warm and had the attention of Richard, [former Lee house servant]. There is a small party there, Admiral Louis Goldsborough with his wife and Miss West amongst them. Here there is quite a company, Mrs. Lemmon from Baltimore, her daughter Mrs. Dobbin, Mrs. General Walker, wife of the ex-Secretary of War of the Confederacy, Mrs. and Miss Sivert, etc., etc. . . .

Dr. and Mrs. Cabell are here, and the Tardys and Mrs. Mac regret that you are not with me . . . I saw Mrs. Maize at the Warm, and her sister from Kentucky, Mrs. Tate. Rev. Mr. Mason and the Daningerfields have a girl's school in the village. The Warm seems to be retrograding. I hope the new man, Edward, [gardener and stableman] has arrived. Tell him to take good care of the cow . . . I saw Mrs. Caskie at the Baths. She looks very well. Her niece, Gay, is with her, a very pretty child. Mrs. Myers and her children are also there. Mrs. Asher also. Small company, but select . . . All pleased with Mr. Brown [hotel manager] . . . Tell our neighbors that I was so occupied the last days I was in Lexington that I had not time to bid them adieu. If you want more money let me know. God bless you and preserve you all. Good-bye, dear Mary.

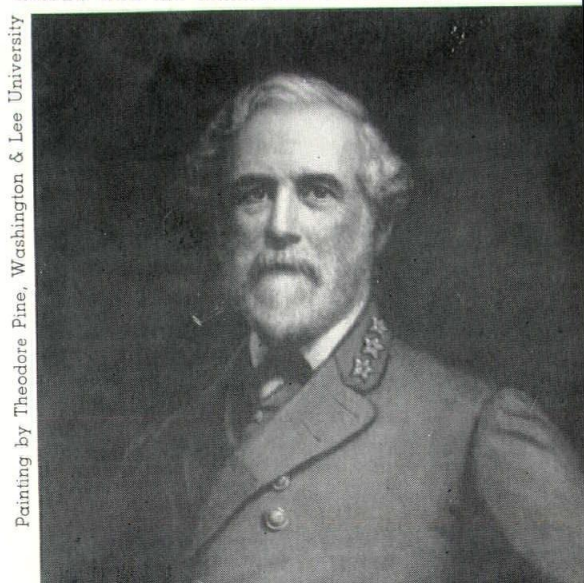
Most truly,
R. E. LEE

MRS. CORNELIUS VANDERBILT, the North's great queen of American society for nearly fifty years, always felt "at home" at The Homestead



George Leavens-Holiday

GENERAL ROBERT E. LEE, the South's most glorious son, believed "duty" to be the highest virtue, and in defeat, won the admiration of the world, as a man



Painting by Theodore Pine, Washington & Lee University

DINNER

Fresh Crabfluke Cocktail, Baltimore
Coupe of Fresh Fruit, Hawaii
Chilled Tomato Juice

Cream of Chicken, a la Reine
Consomme, Julienne
Essence of Beef in Jelly

Relish Tray

Fried Oysters and Deep Sea Scallops, Remoulade Sauce
Grilled Halibut Steak, Parsley Butter
Braised Sweetbreads in Casserole with Whole Mushrooms
Baked Sugar Cured Ham, Raisin Sauce
Roast Native Turkey, Celery Dressing

Fresh Green Peas in Butter Creamed Silver Onions
Cauliflower, Rissolo
Long Branch Potatoes Baked Rice, Carolina

Hearts of Lettuce, Roquefort Dressing

Bling Cherry Pie
Souffle Pudding, Montreuil
Stewed Fruit Compote Frozen Pear Helene
Vanilla, Chocolate, or Pistachio Ice Cream
Bel Paese Cheese

Coffee Sanka Milk

Tea

Orange Pekoe, Ceylon, English Breakfast, Oolong,
Flowery Darjeeling, and Japanese Green

For a Complete List of Domestic and Imported Wines,
Ask for the Wine Waiter

Wednesday, October 10, 1956



Stephen Blake

THE WHITE, IONIC-COLUMNED MAIN DINING ROOM of The Homestead was designed by architects Elzner & Anderson of Cincinnati. A regular dinner menu is shown at left

noted on the record were the Edward Cudahys, Murray W. Sales, the William Tefft Barbours, the Oliver DeGray Vanderbilts, the Kenneth S. Templetons and the Duke and Duchess of Windsor.

Many wealthy coffee planters from South America, accustomed to service and the superlatives of life, flock to The Homestead bringing their whole families including nursemaids for months at a time. So brush up on your Spanish.

The Homestead has always had great appeal to the "old guard" families of America and down through the years it has definitely slanted its administration to their satisfaction. One of its most distinguished guests was Mary Custis Lee, daughter of General Robert E. Lee and

great-great-granddaughter of Martha Washington, who died at The Homestead in December 1918, in her 88th year.

Through the years The Homestead has steadily made it a practice of improving its accommodations in every way possible. Sometimes it has been met with resistance by some of its elderly guests who have been coming for many years and who have grown attached to certain accouterments in their quarters. Recently several grande dames in the older section of the hotel were up in arms and implored the management not to take the legs off their bathtubs nor refurbish their suites. But the management had to demur, and the transition goes on as unobtrusively as possible. Any slight

change is quickly scrutinized by the guests who seem to think that The Homestead belongs to them and that in no way should its sacred precincts be violated without their previous consultation.

On Christmas Eve The Homestead has its annual Champagne Party in the Dominion Room with a concert in the Great Hall and a Christmas ball in the Crystal Room which lasts until midnight.

When you drive away from under the white-pillared porte-cochere at the main entrance, doormen Julian and Waldo, who have been there for many years and know all the guests by name, will bid you "good-bye" and say, "Come back soon," and that is just what you will want to do.

THE DUKE & DUCHESS OF WINDSOR sitting in the garden of The Homestead



Fred Jones

THE YELLOW AND WHITE HOMESTEAD CASINO at turn of century, appears the same today with exception that descendants of those shown now wear more abbreviated attire



The Homestead Archives—Courtesy Bess Tucker

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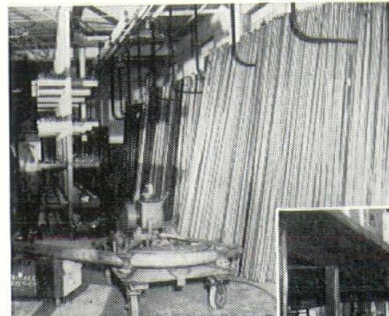
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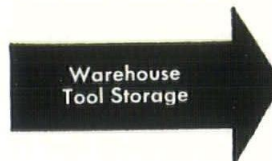
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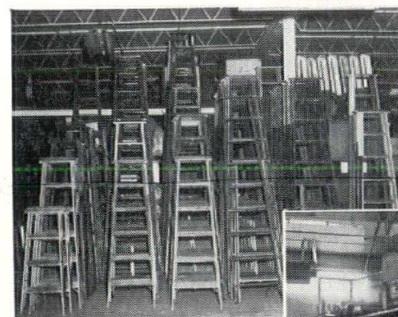
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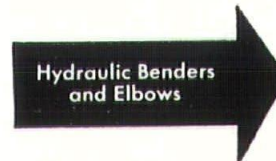
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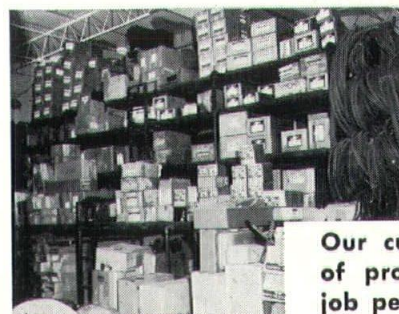
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\$7 Million Error By Architects - ?

EDITOR'S NOTE: Wide publicity, even nationally, has been given to a "blast" by Detroit's Mayor, Albert E. Cobo, against Giffels & Vallet, Inc., L. Rossetti, Associated Engineers and Architects for the new Convention Hall-Exhibits Building in Detroit's Civic Center. The best of cooperation has been received from Detroit newspapers in publishing the Architect's reply, as well as statements from the Detroit Chapter, A.I.A., the Michigan Society of Architects and others. Since such replies will probably not receive as wide publicity nationally as the original statement, we reprint herewith a portion of an article from the Detroit News, and the full text of the Architects' letter to Mayor Cobo.

From The Detroit News
November 14, 1956

Angered by Mayor Cobo's charges, the world's largest engineering-architectural firm today declared that "it has not been shown that we have made errors costing one cent" in designing the Civic Center's new Convention Hall.

"It has not been shown that we are responsible in any way for the mounting costs of the project, or that we have been remiss in informing the Memorial Hall Commission in the matter of increased estimates," said Raymond F. Giffels, executive vice president of Giffels & Vallet, Inc., L. Rossetti.

Cobo exploded last week on learning that the huge building will cost \$2,245,000 more than a previous estimate.

"Speaking as a layman," the mayor said, "I think our architects made a mistake of \$2,245,000."

MAYOR UPSET

He said he was "upset and angry" after bids by three companies for the steel contract had established "what I consider a mistake by our architects."

Giffels filed a sharp reply yesterday, saying "while we do not believe you intended to blame us, your remarks have been so interpreted and widely publicized."

"Let us state most emphatically," he wrote Cobo, "that the periodic increases which have occurred, and which may again occur, have been due to a continuing rise in costs of labor and materials and to many changes in the scope and character of the facility, all ordered by the Memorial Hall Commission."

BLAMES STRIKE

The changes, he said, were "generally desirable and justified," but he blamed last summer's steel strike and other factors for a rise to the present estimate of \$49,441,000.

"We believe that you specifically blamed us only for a variation of \$2,245,000 between our estimate and the low bid for the structural steel," Giffels

wrote. "However, the context of your remarks, in which you also discussed the anticipated increase in the over-all cost of the facilities, has given rise to such misconception."

The firm, which has 1,000 employees, has designed more than five billion dollars' worth of buildings around the world in the last 30 years, and Giffels said it is "extremely proud" to design the Convention Hall.

Full Text of Letter

Before commenting upon your recent statement to the Press regarding our professional services for the Civic Center, allow me to express my personal admiration and that of my associates for the vision and devotion to public service which you have contributed to this project.

We have been extremely proud to be the designers of the Convention Hall and Exhibits Building. To this work, we have assigned the very finest of our architects and engineers, who count as their chief reward the joy of creation of this thing of beauty and utility, but who also prize the approbation of those whom they serve.

You have made statements to the Press indicating that you believe these men to be careless bunglers. Your statements were made in connection with the necessary revelation to the public that the Convention Hall and Exhibits Building, as now planned, will cost much more than was contemplated in earlier stages of the planning.

We believe that you specifically blamed us only for a variation of \$2,245,000 between our estimate and the low bid for the structural steel. However, the context of your remarks, in which you also discussed the anticipated increase in the overall cost of the facilities, has given rise to much misconception. The Detroit Free Press, on November 9, stated that you blamed us for a "seven million dollar cost jump in the new Convention Hall-Exhibits Building." The Chicago Tribune, on November 10, stated "An Architect's error has added more than six million dollars to the cost of Detroit's new Convention Hall and Exhibits Building, Mayor Albert Cobo said yesterday," and identified us as the architects. Your words, perhaps misinterpreted, have given the impression that we, through error, have caused higher costs, in amounts of six or seven millions of dollars.

In your remarks as published, you were good enough to say that you spoke as a layman and that perhaps we would have a satisfactory explanation. Since you did recognize this possibility, we consider it most unfortunate that you did not discuss the matter with us before you publicly condemned us.

Let us examine the facts. In February, 1956, from very preliminary plans

of the structures, from which no detailed bill of materials was possible, we estimated the tonnage of structural steel at 17,500 tons. Only a very rough approximation can ever be made at this stage of design, particularly on work containing such unusual characteristics as this project. At that time, we also estimated the cost per ton at \$320.00. We did not pretend to be able to predict future changes in the cost per ton of structural steel. We later, because of the steel strike and ensuing higher costs and other factors, advised the Memorial Hall Commission this estimate should be increased by \$52.00 per ton.

Another circumstance has contributed to the variation in steel tonnage figures. Our February estimate included only those items which are normally classified as "Structural Steel." It was later decided that the unusually heavy ceiling framing and certain other items normally classified as "Miscellaneous Iron" could advantageously be included in the structural steel contract. About 500 tons of such material, which would otherwise have been purchased later as a subcontract under the Superstructure General Contract, have thus been added to the Structural Steel.

Allowing for this 500 tons, our February estimate was low by about 1,500 tons, or about 8½%. Any engineer or architect will tell you that no greater degree of accuracy can be expected in an estimate made from preliminary designs. We at no time represented our estimate to be a maximum or an exact figure.

The structural steel bids were, as you know, publicly opened and published on October 2, thus providing precise knowledge which we could not have otherwise even closely approximated sufficiently in advance as to have any practical value to the City.

Now, with regard to the anticipated cost of the superstructure, while we do not believe you intended to blame us, your remarks have been so interpreted and widely publicized. Therefore, let us state most emphatically that the periodic increases in estimates which have occurred throughout this project, and which may again occur, have been due to a continuing rise in costs of labor and materials and to many changes in the scope and character of the facility, all ordered by The Memorial Hall Commission. We believe these changes have been generally desirable and justified.

Let us summarize by saying that it has not been shown that we have made errors costing the City one cent, or that we are responsible in any way for the mounting costs of the project, or that we have been remiss in informing the Memorial Hall Commission in the matter of increased estimates.

We trust we may secure your cooperation in securing publicity for this statement comparable to that given your remarks.

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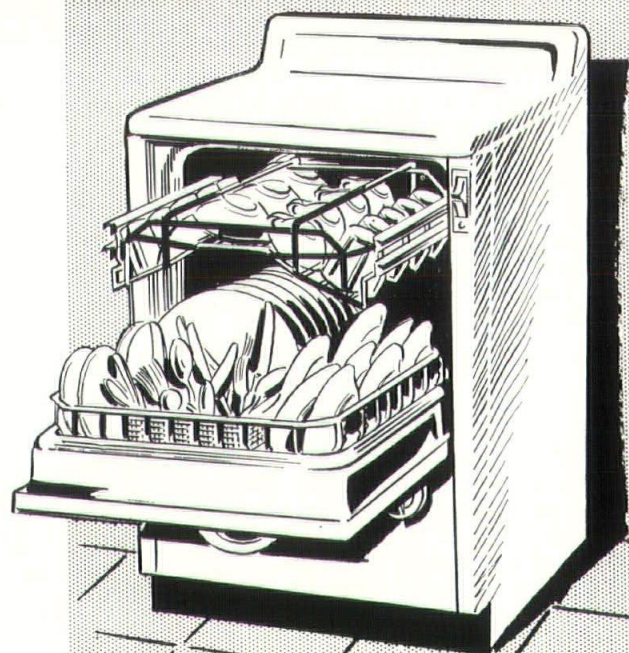
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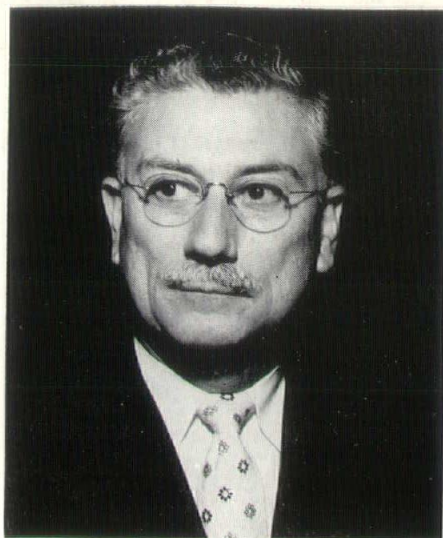


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LEON CHATELAIN, JR., F.A.I.A.

Leon Chatelain, Jr., F.A.I.A., President of The American Institute of Architects, was the speaker before the Producers' Council, Inc. at its recent Annual Meeting in Cleveland, Ohio. He congratulated the Council on completing 35 years of service to the building industry in America and for its close cooperation throughout the years with The A.I.A. He also congratulated outgoing President of the Council, William Gillett and he assured the new President, Fred Hauserman that the Institute stands ready to lend every assistance possible to the council.

The following new officers were elected: Fred M. Hauserman, president of the E. F. Hauserman Co. to succeed William Gillett as national president; H. Dorn Stewart, Armstrong Cork Co., 1st vice president; Elmer A. Lundberg, Pittsburgh Plate Glass Co., 2nd vice president; T. D. Wakefield, The Wakefield Co., Secretary; and H. L. Cramer, Westinghouse Electric Corp., treasurer.

Elected to the Board of Directors were F. J. Close, ALCOA; John E. Haines, Minneapolis-Honeywell Regulator Co.; Paul F. Keatinge, General Portland Cement Co.; William E. Kelly, The Mosaic Tile Co.; and J. F. Knoff, Airtemp Div., Chrysler Corp.; Henry E. North, Jr., Arcadia Metal Products; Tyler S. Rogers, Owens-Corning Fiberglas Corp.; J. D. Rowland, Andersen Corp.; D. A. Rothrock, Rohm & Haas Co.; Paul B. Shoemaker, Masonite Corp.; Charles S. Stock, Herman Nelson Unit Ventilator Products, American Air Filter Co., Inc.; E. F. Walsh, Structural Clay Products Institute; and William E. Zipp, Ceco Steel Products Corp.

Speaking on the subject, "With Room to Live," President Chatelain reminded his audience that we are living in an expanding universe, with regard to both population and our economy. This expansion is at such a rapid rate that the building industry can hardly keep pace with it, he said, and he added that as a result we find ourselves moving from urban centers to suburban parts of our country.

Pointing out that this movement on the part of families creates havoc with our way of life, he continued:

"It is very nice for everyone to have a plot of ground. I'm sure that it is the proper way of life, but our civilization, and especially our culture, started in this world because people did live in urban centers.

"We now have a machine that enables us to become much closer together. That is the automobile. It has created a great many problems. Our buildings themselves have this feature back of them. We are quite aware when we design a building, whether a home, a place of worship, place of business, a factory, a school or some other institution that we must have proper room and arrangement of space not only to work and live but also for leisure and enjoyment. Technology has changed our way of living tremendously."

Speaking further on the influence decentralization has had on our buildings, the President said:

"A few years ago we were building hotels such as the one we are now meeting in but today the trend is to motels along the highway. We were building movie houses in the center of towns but now we are building drive-ins along the highways. We have many new gadgets we call push-button miracles, not only to help the housewife make her hours of work shorter but also to help the man of the house shorten his hours of chores about the home. This gives us many more hours of leisure to enjoy life."

Mr. Chatelain said we are coming into a new era of changing times, and he added that it is important what we do with our newly gained leisure. He mentioned some of the problems we face by saying:

"I'm sure you have read in technical papers how it is now possible to change sea water into potable water, but it requires a great deal of power, and it seems that we are now beginning to solve this problem of power.

"We have the problem of zoning and

obviously we can change the whole character of urban and suburban areas by zoning acts."

In conclusion, President Chatelain said:

"The theme of our next A.I.A. Convention, which will mark the Institute's 100th Anniversary, will be 'A New Century Beckons Us.' We will have some outstanding speakers who will analyze some of these problems or urban growth. I should like to invite you to attend and participate in this celebration."

Dollars-and-Cents Architecture

Mr. R. Max Brooks, President of the Texas Society of Architects, The American Institute of Architects, writing in The Texas Architects, states:

One very practical aspect of architecture, the savings in hard cash which often offset the entire amount of the architect's fee, is not widely appreciated. The American public has come to an increasing realization that architecture is a key profession which performs vital services. But there is a heavy emphasis, perhaps at times even an over-emphasis, on aesthetic and functional considerations.

Certainly we cannot place too much importance on how a structure looks or fits into its environment, or how it serves the purpose for which it was designed. These matters lie at the heart of architecture. Yet it is also well to consider sometimes how the architect saves money for his client in the most down-to-earth manner.

Consider the case of a most substantial client, the Department of Defense, and architects Hellmuth, Yamasaki & Leinweber, AIA, of Saint Louis. The problem was to design a new Personnel Records Center in Saint Louis for the handling of about 38,000,000 service records. The requirements involved were extremely complicated. After years of preliminary study by various committees, agencies and departments of the Federal government, plus intensive review by Congress, it was determined that the new Records Center would cost approximately \$19,000,000. This sum, in an era of tightening budgets, was allocated for the building. A number of those concerned in preliminary studies predicted that additional sums might have to be appropriated.

The architects were then commissioned, and began their own careful consideration of the problem and the peculiar requirements which it involved.

Their final design, now constructed, was for a six-story building which is both warehouse and office building and one of the 20 largest buildings in the world. It is said to provide a very efficient answer to all the problems brought forward by the client.

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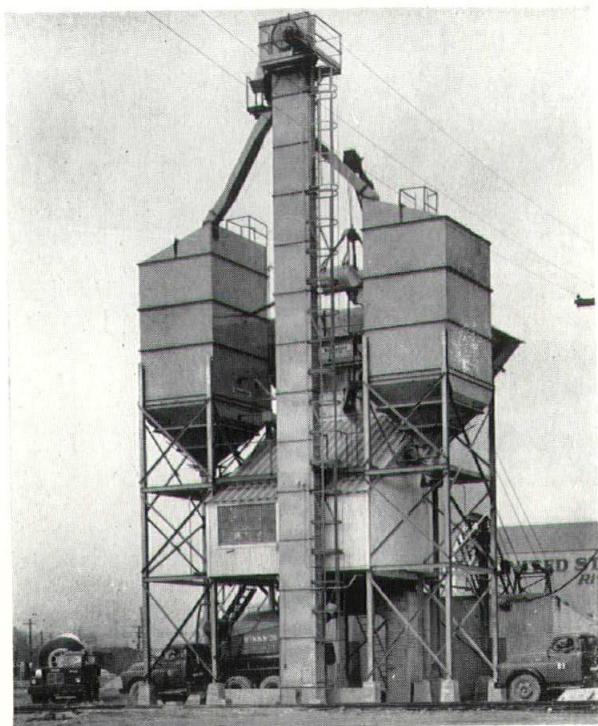
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Modern Architecture

By Victor Gruen, A.I.A.

Victor Gruen and Eero Saarinen were speakers before The Economic Club of Detroit, November 12, 1956. Mr. Saarinen's talk was mostly about slides which he showed.

The question which has been posed to us by the Economic Club of Detroit, "Where Is Modern Architecture Taking Us?" is a provocative one. Actually, I wonder if modern architecture is taking us anywhere. There seems to be a possibility that **it is being taken.**

Architecture, because of its combined visual impact and sociological basis, has taken, during various periods of human history, a strong leadership position in human affairs. The last time that a strong impetus came from architecture as a pioneering profession occurred in the first twenty years of this century. It was pioneering architects who grasped first the potentials of the new industrial age. They freed the structures from the clutter of factory produced imitations of expressions of handcrafts. It was they who showed how to use the materials and products of the machine age proudly and with self-confidence and who raised the flag with the battle cry "Form Follows Function."

Behind that flag marched the fine arts, furniture, design, women's fashions, changing the **mores**, the way of life. In the wake of this movement was born industrial design. At that time, architecture was taking us somewhere.

Close to forty years have elapsed since. The pioneering movement has become a style; it has been popularized and made fashionable. And in the procedure it has been somewhat watered down, vulgarized, and sometimes intellectualized into sterility and pretentiousness.

In general, modern architecture is concerned with variations on a theme composed in the early years of the century. But the tune of the times has changed.

Technology, once unleashed, was not satisfied to produce with machines what formerly was made by craftsmen. It went far beyond Utopian dreams. It broke through the imagination barrier, forward towards new, formerly unimaginable events.

Radio, television, electronics, automation, atomic power—these are all words added to our vocabulary in the last forty years. Through mass production and mass consumption, a new social order was created, resulting in a vast middle class. This ever-growing middle class is more and more becoming the only client of the architect. As producers and consumers, they are the ones whose needs have to be met.



VICTOR GRUEN, A.I.A.

There is a certain product which expresses most clearly the new order of things. It is an article produced in large quantities in this city, and it is called the automobile. It is being turned out so rapidly that the birth rate of this mechanical population is greater than the considerable birth rate of the human one. Today, the automobile population has reached the 55 million mark. It has fulfilled one of the big dreams of mankind—to be able to move speedily from place to place in all directions of the land, without limits. But, like the spirits called by the sorcerer's apprentice, the flood of cars is now threatening to drown us.

Though with a 55 million population the automobile race is still a minority group, its space needs are insatiable. A motionless car uses forty times as much space as a human being; a car going 60 miles an hour, 600 times as much—and besides, each automotive being requires additional space for housing (garages, car ports, parking lots); for beauty care (wash racks and grease racks); for sustenance (gas stations, oil refineries, oil wells); for sickness (repair shops); for birth (factories); and for death (auto cemeteries).

Thus, a great portion of cityscape and landscape has been converted to "auto-landscape," made up of acres and acres of concrete roads, parking areas, and all the other structures which it requires. The automobile has done some remarkable things to our cities. It has exploded them, as far as our residential areas are concerned, into a scatterization of suburbanism. It has transformed formerly desirable residential areas around city cores into blighted areas and slums. It has drawn business and industry away from the urban centers, and it is threatening to denude our downtown areas of their economic strength.

In providing for the happiness of the mechanical population, problems and difficulties arise to ever mounting degrees. The saviors who are called in to remedy the situation are traffic engineers, road and bridge builders, garage experts. They cut new highways and

freeways and expressways through the cities. They invent one-way streets and scramble crossings, three-way signals, clover leaves, and generally are dizzily busy taking care of the traffic.

Architects stand on the side lines and observe. They observe somewhat sadly how their own performances become meaningless in the hubbub, how the beauty of their structures, seen only through the wraparound windshield or the rear view mirror of automobiles going 30 to 60 miles an hour, remain unappreciated; and how these structures suffer under the general squalor—the disorderliness, the noise, and the fumes of their surroundings.

Architecture has put people into glass houses, but they must not look out if they are to retain a feeling of peace and comfort. Anarchism, disorder, blight, ugliness have taken over the view. Architecture puts children into schools designed along psychological principles, but it does not protect them from physical injury when leaving these islands of shelter. Architecture has put the sick into structures designed to the disciplines of medical science, but it cannot prevent the infiltration of nerve-racking noise and disorder through the doors and windows. Architecture has put workers into buildings designed for highest efficiency for mass production on the belt line, but it cannot prevent the workers losing valuable hours stalled in traffic.

Architecture has left the most important tasks of today to others. It has left the building of the millions of new homes for the middle classes to the speculating viewpoint of the tract developer and the shaping of the man-made environment to the inhuman, mechanical approach of the traffic engineer.

Half a century ago, pioneers of modern architecture tore the false fronts from individual structures. The new challenge is to tear the false pattern left over from the horse and buggy days from our urban scene. If modern architecture is to take us anywhere, it must take us out of the present melee of machines and flesh, of automobiles and people. It must re-instate man as the master and relegate the machine to its place as servant.

The false pattern spreads over wide areas: over cities and towns and the spaces between them. Its main threads are streets and roads and highways. These are serving today a double purpose. They form the coordinating lines along which all structures serving human activities are strung, but they also serve as rights-of-way for traffic, as tracks for automobiles. The devilish thing is that these two uses are diametrically opposed to each other. A roadway flanked by structures serving humans is as unsuitable for flowing traffic as buildings along the streams of traffic are unsuitable for human activities.

This unusable pattern has to be discontinued. Architecture has to provide

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an order in which to both automobile and human, their natural habitats are given: to the automobile, engineered, many-laned highways, rolling through broad, landscaped areas; and to men, a truly humane environment in which, put back on their own two feet, they can, in safety, peace, and beauty, go about their tasks, observing and enjoying the interplay of arts, architecture and landscaping.

The cold war between the automobile and man has to be ended if both are to be given a chance for fullest development. The answer seems to me to lie in the creation of human activity nuclei, or clusters, based on the scale of acceptable walking distance within each unit. Each cluster will be separated from the next by neutral areas of varying width, which may be devoted to agriculture or recreational purposes. Constellations of clusters will form communities, constellations of communities, towns, and a galaxy of towns a metropolitan area around a compact and vigorous, cultural, social, administrative and economic center, the metropolitan core.

Between these nuclei, within the neutral areas, there will be ample space for the traffic-carriers of the future. They will move radially between clusters towards the core area, and freeways will swerve off them to surround groupings of nuclei, and finally, each individual pedestrian island; but they never will pierce the areas of human activities. Along their inner borders will be car storage areas, in the form of multiple-deck, electronically controlled garages. One will leave these garages by means of moving side-walks and escalators, exit on the side opposite the one where the cars entered, into an urban environment, reserved for pedestrians.

Modern architecture will take us to a brighter future if it breaks out of the narrow confines of the four walls of its structures, realizing that the meaning of the doctrine, "form follows function," includes also those functions which spring from the emotional and

spiritual needs of man.

You have honored Eero Saarinen and myself with the invitation to appear before you with special reference to two projects—Saarinen's General Motors Research Center and my firm's Northland Center, both near Detroit.

It is highly significant that both of these projects go far beyond the scope of individual buildings. General Motors Research Center has been referred to as a new Versailles, Northland as a new agora, the ancient Greek market place. Both, however, relate to the forces of the twentieth century, establishing a completely new type of human environment, tailored to the technology of our times, made to order for the automobile. Both express the philosophy of the cluster system, with belt highways surrounding them, car storage areas adjoining the belt highways, clusters of buildings and wide and handsome spaces between the structures reserved for pedestrian use only.

Any single one of the structures of either of the two projects, taken out of its environment and placed alongside one of our urban traffic rights-of-way, intermingled with a hodge-podge of other buildings, flanked by screaming billboards and observable only from the driver's seat, would lose much of its significance, its meaning and its beauty.

WHERE IS MODERN ARCHITECTURE TAKING US?

If it reawakens to its mission, which is caring for people, providing for their wellbeing, if it takes seriously its responsibility towards a society which, based on democratic principles, has made large strides in affording opportunities for all—then it will, in a renewed, spirited effort, assume its historical role of leadership and bring, not just to individual structures, but to the entire man-made environment, those three essential components recognized by the Roman architect Vitruvius nearly two thousand years ago: utility, soundness and delight.

Stamp Competition

ROBERT J. SCHULTZ, A.I.A., of South Bend, Ind., was awarded First Prize of \$500 in the competition for the design of a U. S. postage stamp to commemorate the centennial of The American Institute of Architects, which was judged recently at the Institute's headquarters in Washington, D. C.

Three second prizes of \$100 each were given to F. Ray Leimkuehler, A.I.A., St. Louis, Missouri; Florence Paris, Manhattan, Kansas; and Robert W. Degroat, New Haven, Connecticut. More than 100 submissions were entered.

The jury was comprised of Talmage C. Hughes, F.A.I.A. of Detroit, Michigan, who serve as chairman; philatelist Sol Glass of Baltimore, Maryland, representing the Bureau of Issues Association; Harry L. Lindquist, New York, N. Y., editor of "Stamps" magazine; Ronald S. Senseman, A.I.A., Washington, D. C.; and Leon Senter, Jr., A.I.A., Tulsa, Oklahoma.

The jury expressed its gratification at the large number of submissions and the high quality of design.

The competition was open to all architects in the U. S., employees in their offices and to architectural students. In addition to the four top prizes, the jury awarded fourteen honorable mentions as follows:

Charles C. Coleman, A.I.A., Cleveland, O.; Norman R. Crawford, Springfield, Ill.; John Hardwig, Chicago, Ill.; Paul Revere Henkel, 11, Bronx, N. Y.; Otto Frederick Langmann, A.I.A., N. Y. C.; Julian Clarence Levi, F.A.I.A., N. Y. C.; Charles W. McCurdy, Pittsburgh, Pa.; Benjamin Franklin Olson, A.I.A., Chicago, Ill.; H. H. Ostrander, Fountain City, Tenn.; Herbert J. Powell, F.A.I.A., San Marino, Calif.; Berj Tashjian, A.I.A., Detroit, Mich.; Margaret Van Pelt Vilas, A.I.A., Branford, Conn.; Eugene C. Wachendorff, A.I.A., Atlanta, Ga., and Elliott L. Whittaker, A.I.A., Columbus, Ohio.

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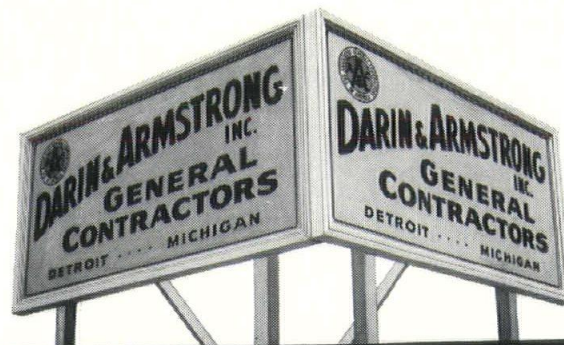
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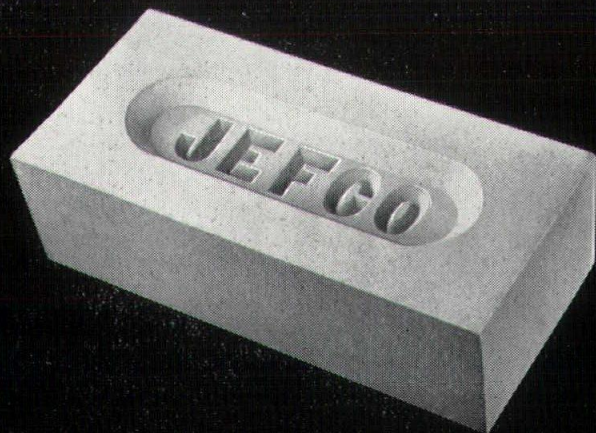
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Fees

From the Florida Architect

The percentage-of-cost fee as a basis of payment for architectural service is being questioned by an increasing number of architects. Some of Florida's most active offices have been successful in developing other methods for evaluating compensation for their services.

Experience of such offices may be a significant straw in the professional wind. Reason for it may be found in a number of practical objections to a cost-percentage system.

1. It is arbitrary—Many architects feel that any percentage schedule strait-jackets their individual initiative, groups them in unwelcome categories of professional service and almost forces them to conform to a system of compensation geared primarily to a low-average professional income bracket. They make the point that published fee schedules are regarded as minimum by architects, but are taken to be maximum by most clients.

2. It is unrealistic—Since it is tied to a hypothetical building cost which cannot be exactly determined until after the structure has been completed, a percentage fee is constantly subject to estimate, not to exact arrangements. It is as annoying to an owner as it is uncertain to the architect.

3. It is unfair—and may be inadequate—Office expenses on one building with exactly the same construction cost as another may well be twice or three times as high. Thus, any compensation system which is based only on construction cost and not on the amount of office work required to deliver adequate architectural service is unfair to both client and architect.

4. It is poor public relations—The word "fee" suggests a kind of largess on the client's part, connotes an indeterminate expense over and above the "costs" of a building. And, since it is phrased in terms of cost-percentage, it automatically bears a stigma in the eyes of any client who reasons that this type of service compensation offers no incentive to keep costs down and that the higher the building cost, the more the architect will have to be paid.

That such arguments have been overcome is due to the high service-selling ability of architects who operate on the percentage-of-cost system: It does not lessen the force of the argument. Leaders of the profession realize that architectural service must be more generally regarded as a basic cost of building—not as a nuisance extra to be minimized whenever possible or even avoided altogether.

Toward that end there is developing a new attitude which recognizes that most buildings today involve financing operations and thus require more exact preliminary cost figures than formerly.

Out of this recognition have come at least two "new" methods of charging for architectural service. Each is based on, first, the expenses of office operation and, second, on the character and type of building. Each gives the client a clear, unequivocal knowledge of exactly how much architectural service is costing him — and equally important, why it is costing what it is. Neither of these two methods bears strict relationship to a percentage-of-cost estimate — though they are producing the same as the middle-to-upper brackets of the commonly-accepted percentage-fee schedules.

In one of these methods, office compensation is stated in terms of a cost per square foot of the finished building. At the first meeting between client and architect, the client is informed of the fact that the cost of architectural service is actually a part of the total cost of the building. The client is asked to outline his building program. Then the architect develops as shrewd an estimate of construction cost as possible. He draws on his past experience and current contracts to arrive at a safe, but reasonable, square-foot figure. Then, in view of the character and complexity of the building, he estimates what his office should charge, translates that into a square-foot figure and presents his client with these facts. The success of offices using this method indicates that it works.

And it should. At one stroke the architect has: one, given his client an overall cost estimate on which he may be able to get a preliminary financial commitment; two, shown, in specific terms

what part of that overall cost will consist of architectural service; three, justified these services in terms of the work necessary to design and detail the building; and, four, clarified the provisions for architectural service.

An example: Client A wishes to build a warehouse covering 10,000 square feet. It will contain simple equipment and can be built, the architect figures, for about \$15 a square foot. He tells his client the building will cost about \$15.90—the 90 cents being the cost of architectural service including supervision.

Client B, however, has a different problem. He also wants a building containing 10,000 square feet. But this will be a diagnostic clinic, crammed with special equipment and planned for a second and possibly a third floor. The final figure which the architect presents to him—after a series of probing conferences — is \$37.80 per square foot, of which \$2.80 represents the cost of full architectural service.

Client A's building cost totalled \$159,000; Client B's, \$378,000—and packaged in each figure was an amount adequate to give each owner the type and extent of full architectural service the wide variance of the jobs demanded. The architect's "fee" worked out, in the first case, to 5.66% and in the second it amounted to 7.41% of the construction cost.

This arrangement is a vast improvement over the common percentage-of-cost "fees". And it is also several cuts above various "cost-plus" methods of charging for services, most of which must necessarily be quoted on an open-ended—or at the best an estimated—hourly charge.

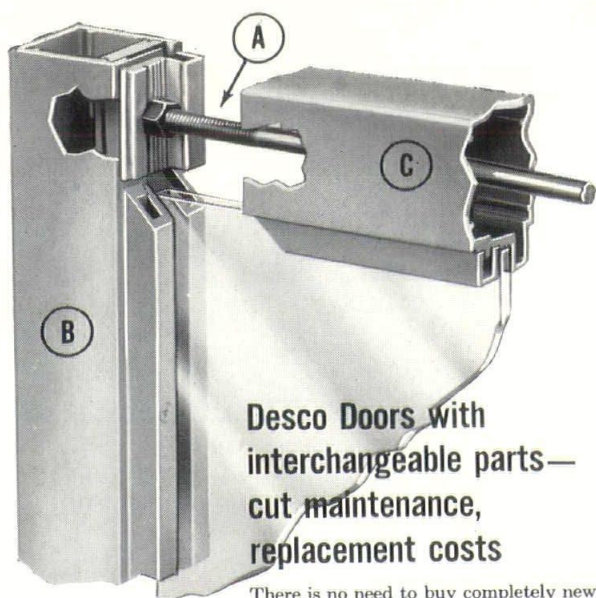
A cost-plus method may be safe on some jobs. But it has been known to stimulate the "shopping" instincts of commercial clients; and, at least to the architect without long and varied experience, has proved to be a dangerous basis on which to guarantee a client an outside figure for architectural service. It has the same disadvantage that attaches to the percentage-fee. It emphasizes the costs of architectural service as a separate and "extra" element, divorced from construction costs and thus something to be beaten down if possible."

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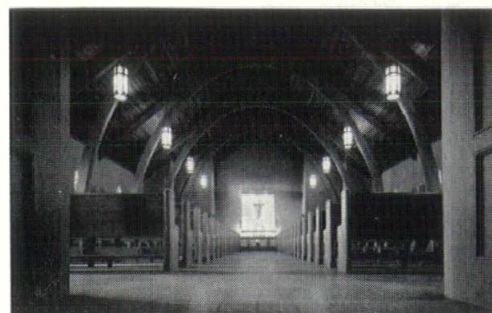
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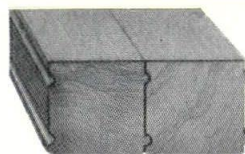
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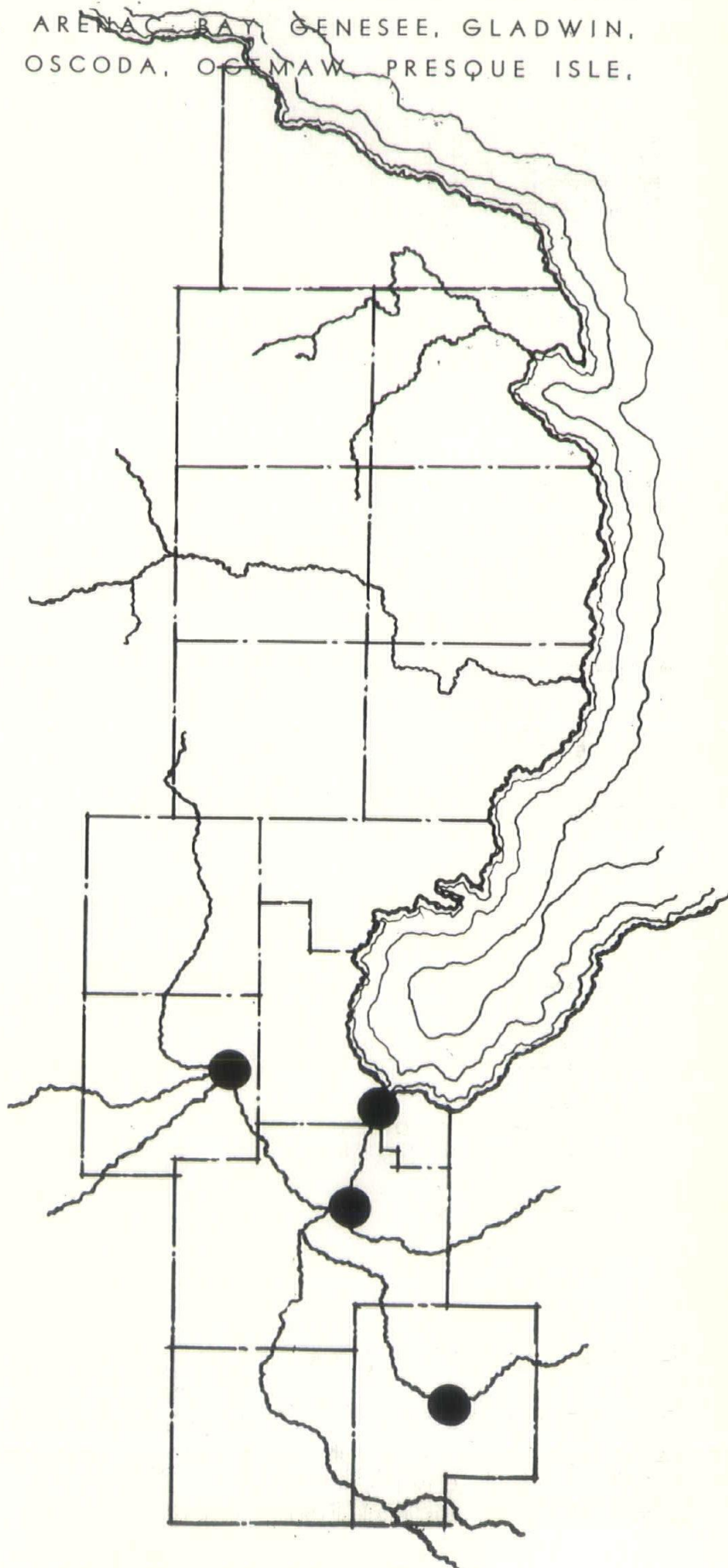
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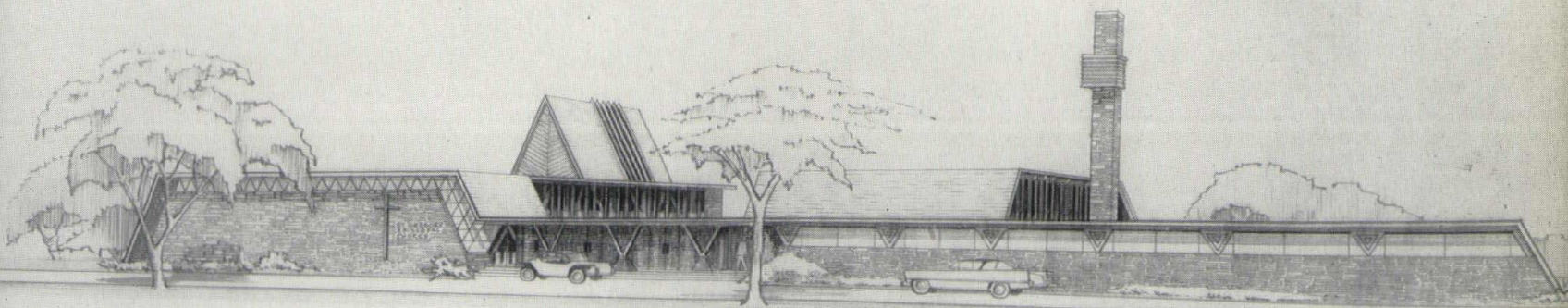
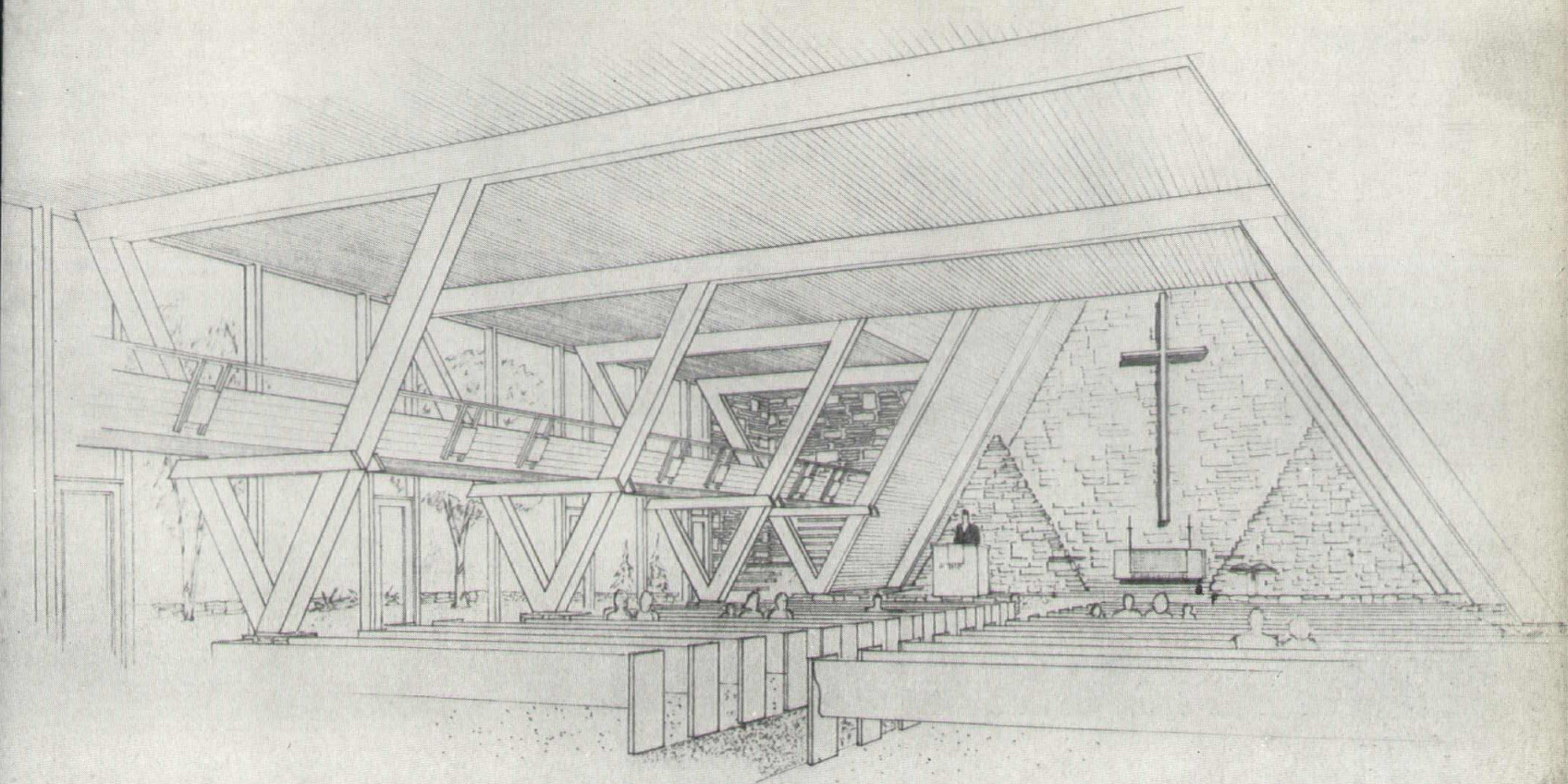
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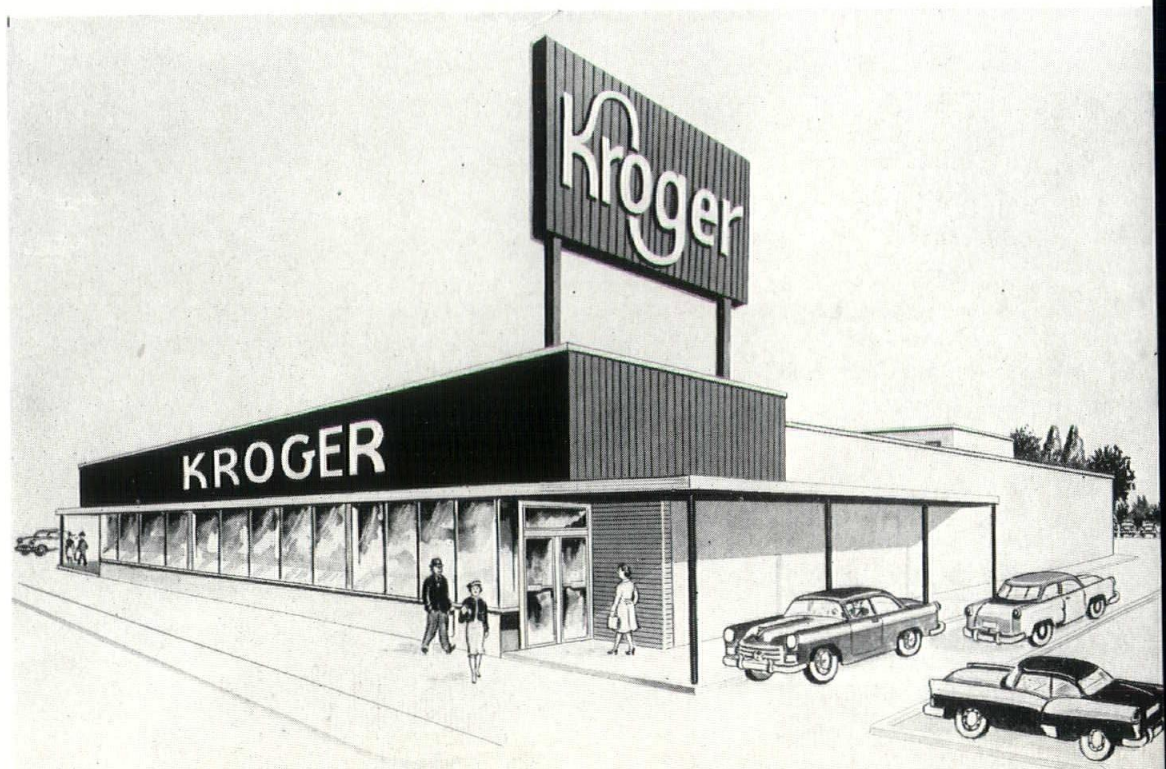
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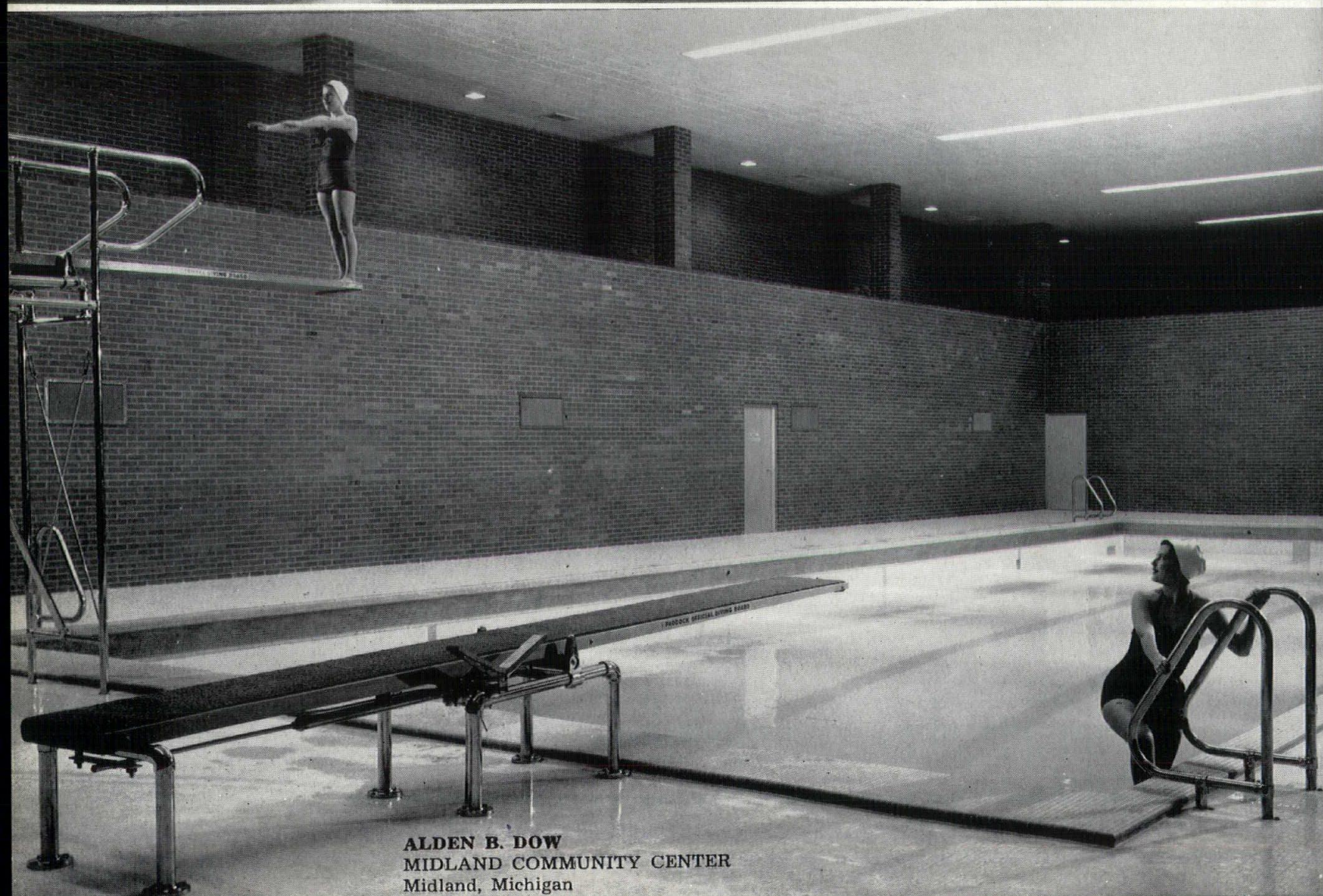
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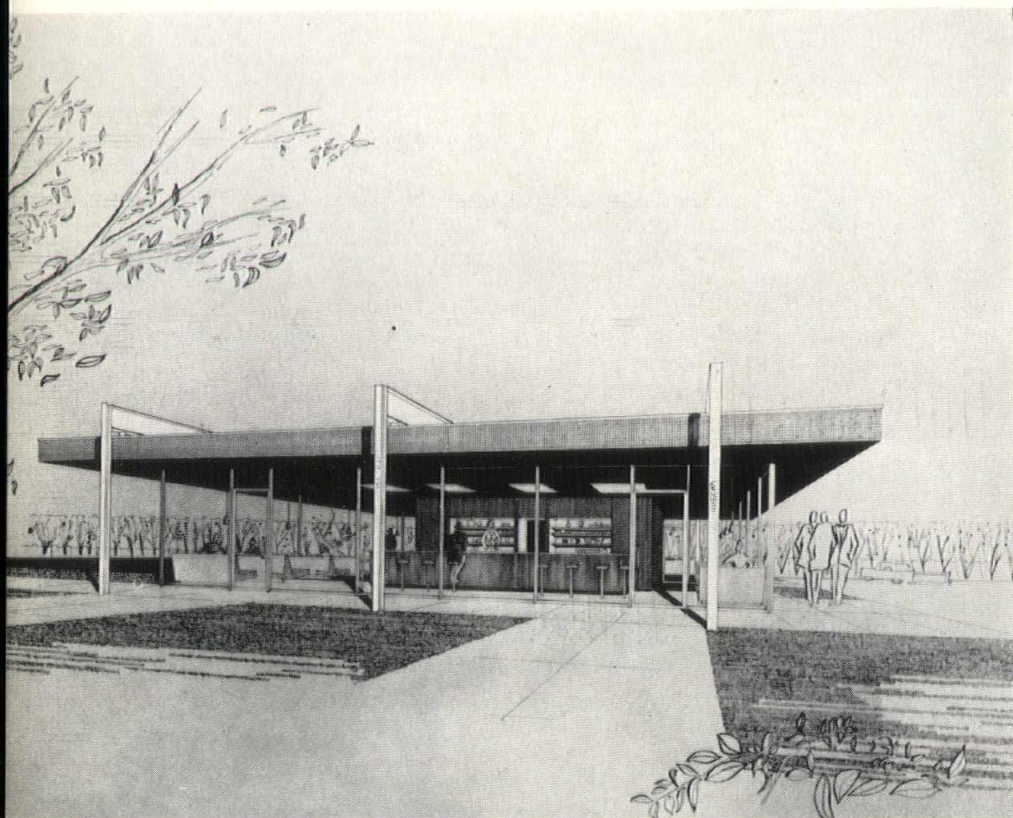
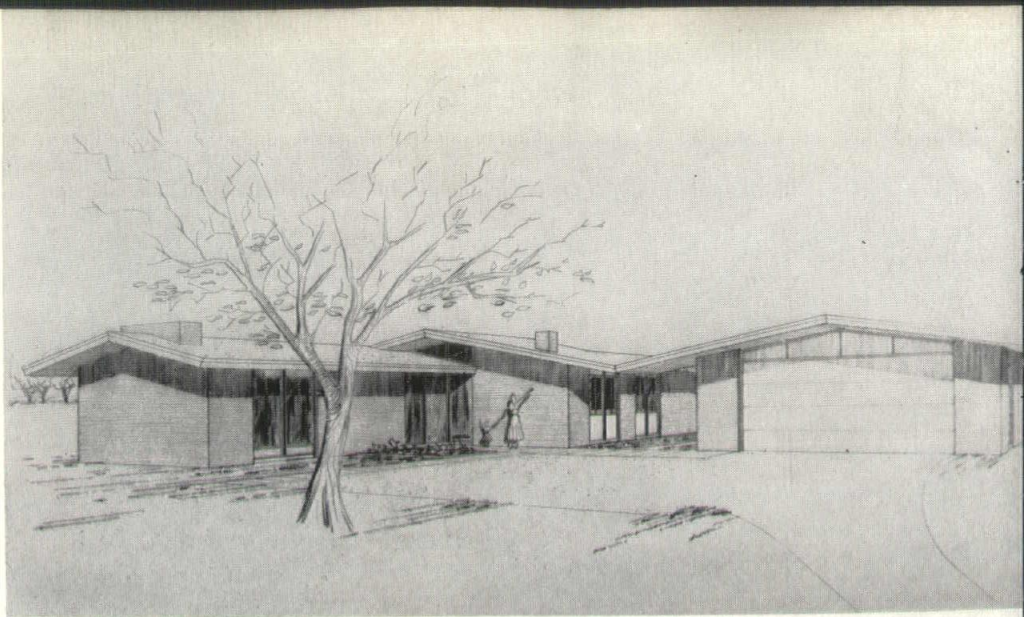


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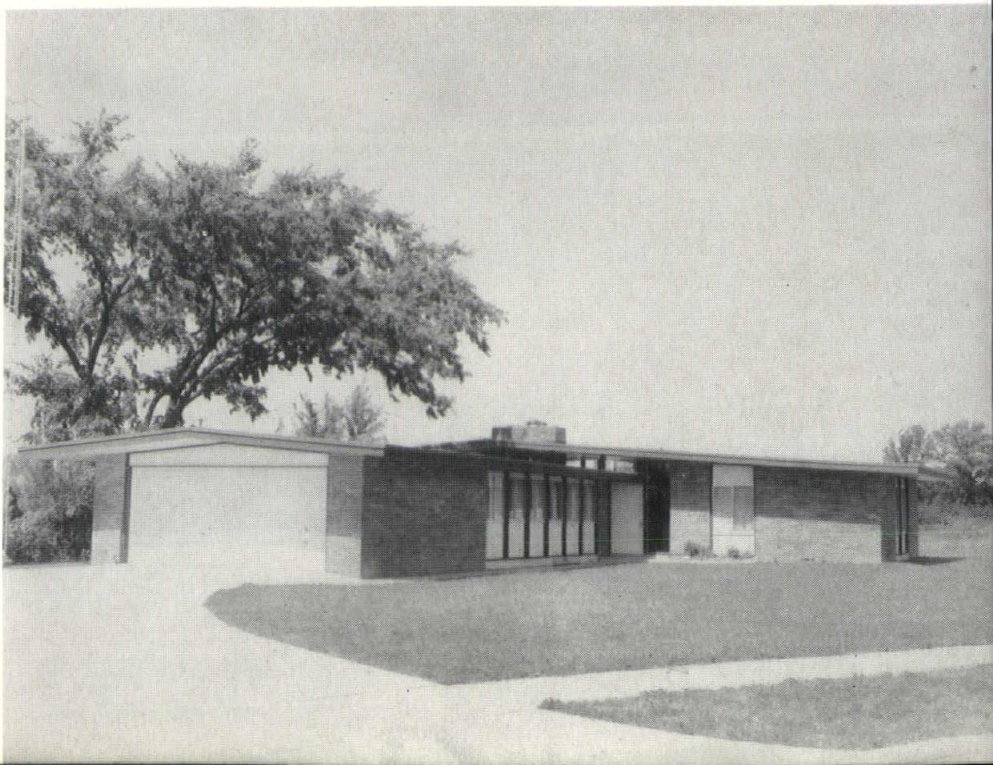
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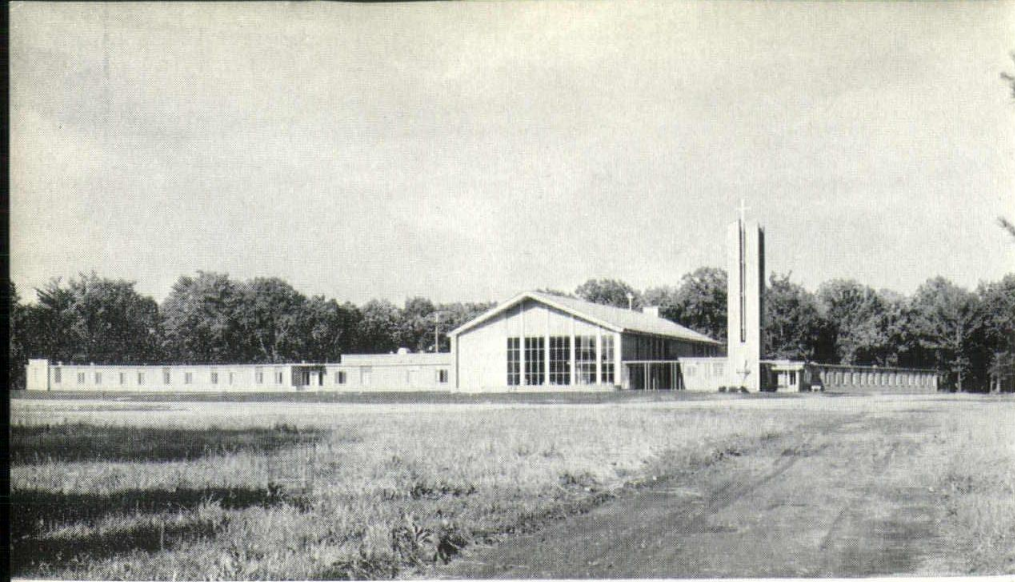




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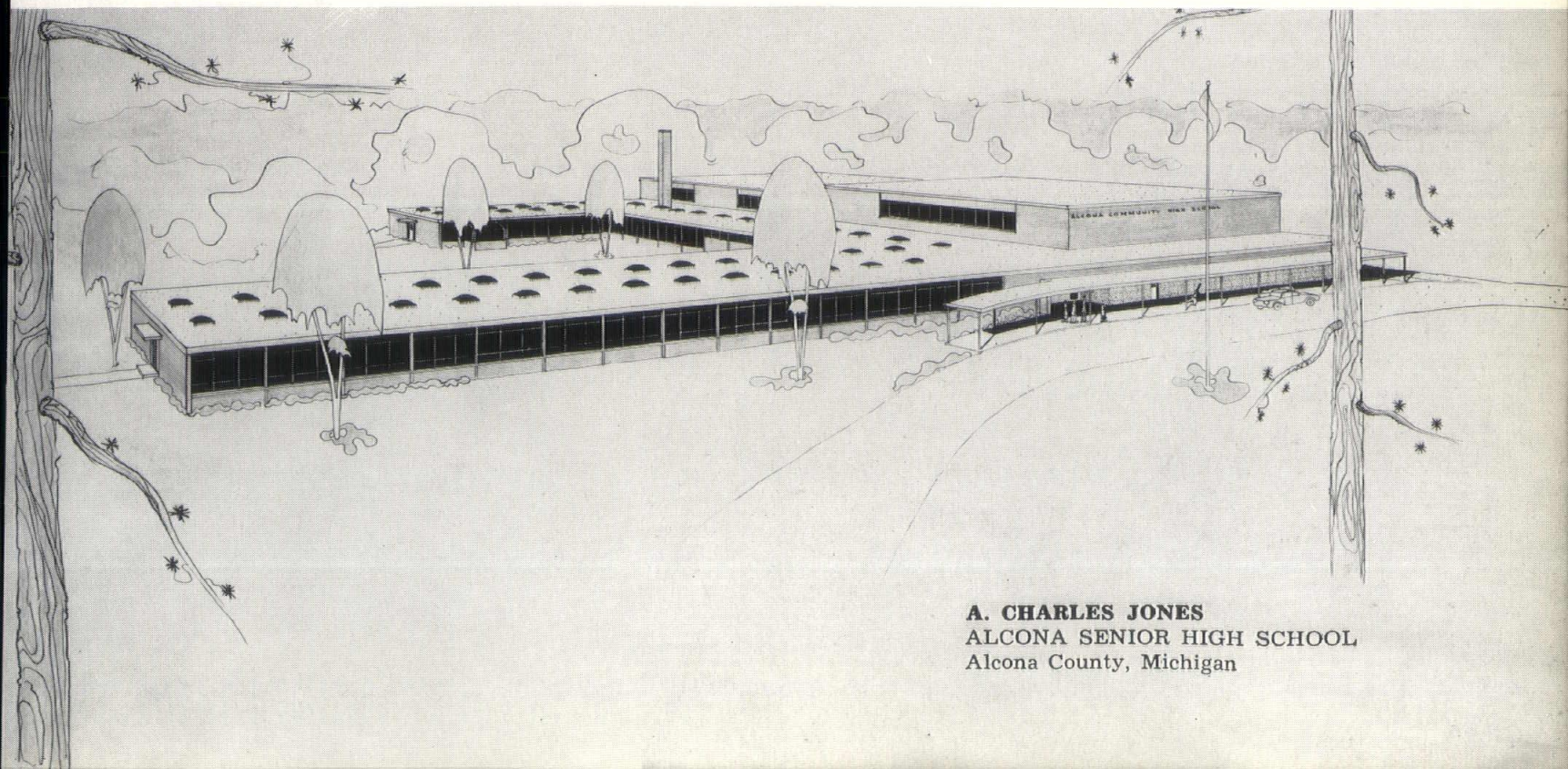
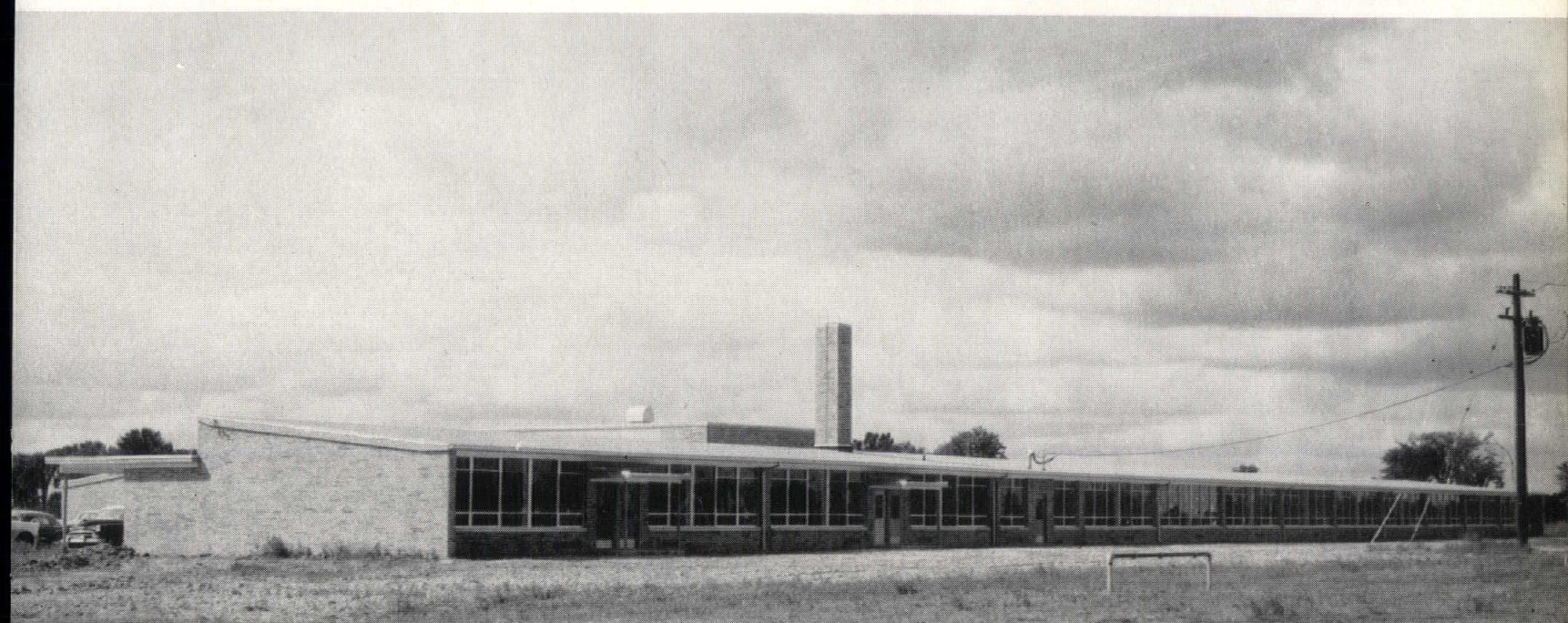
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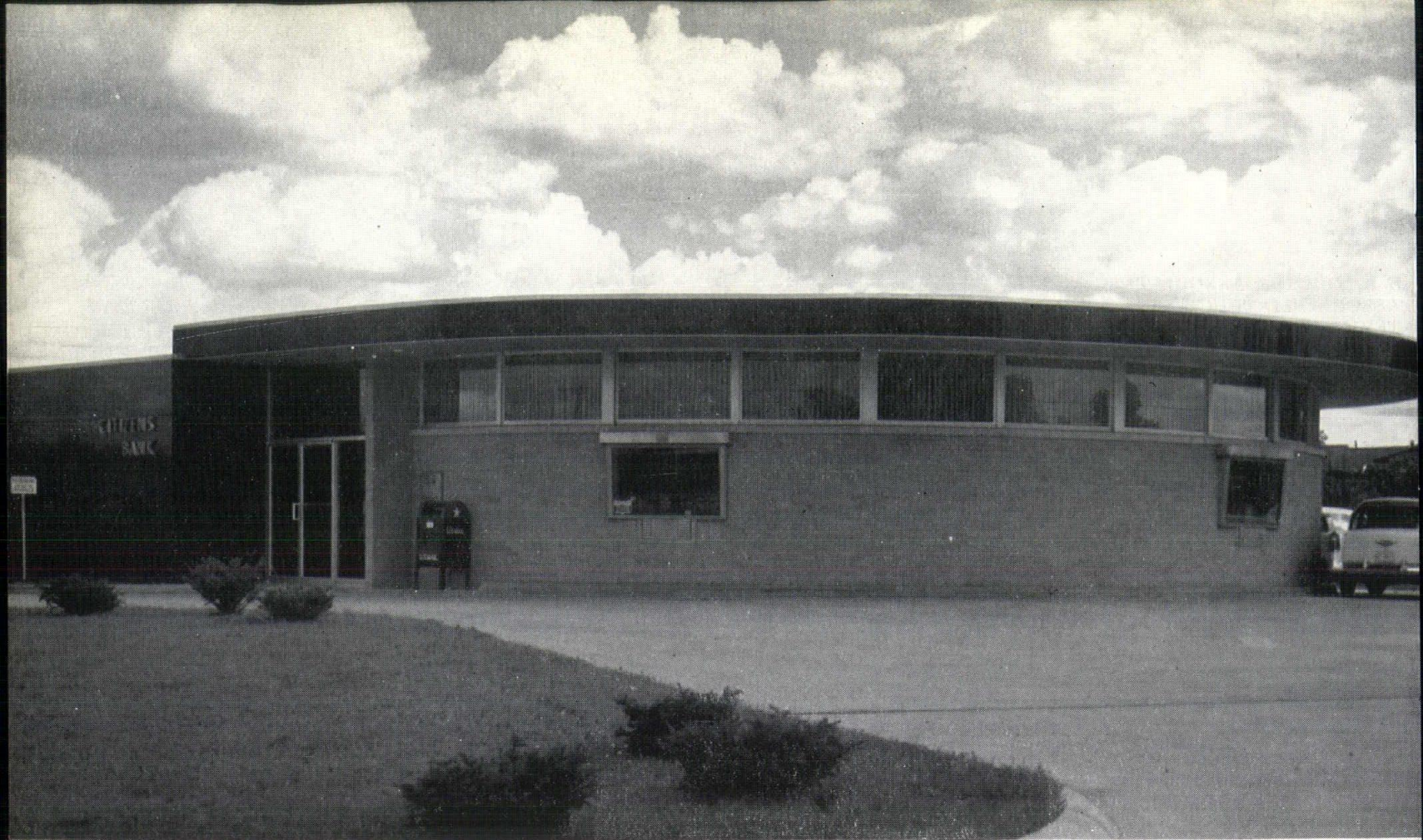
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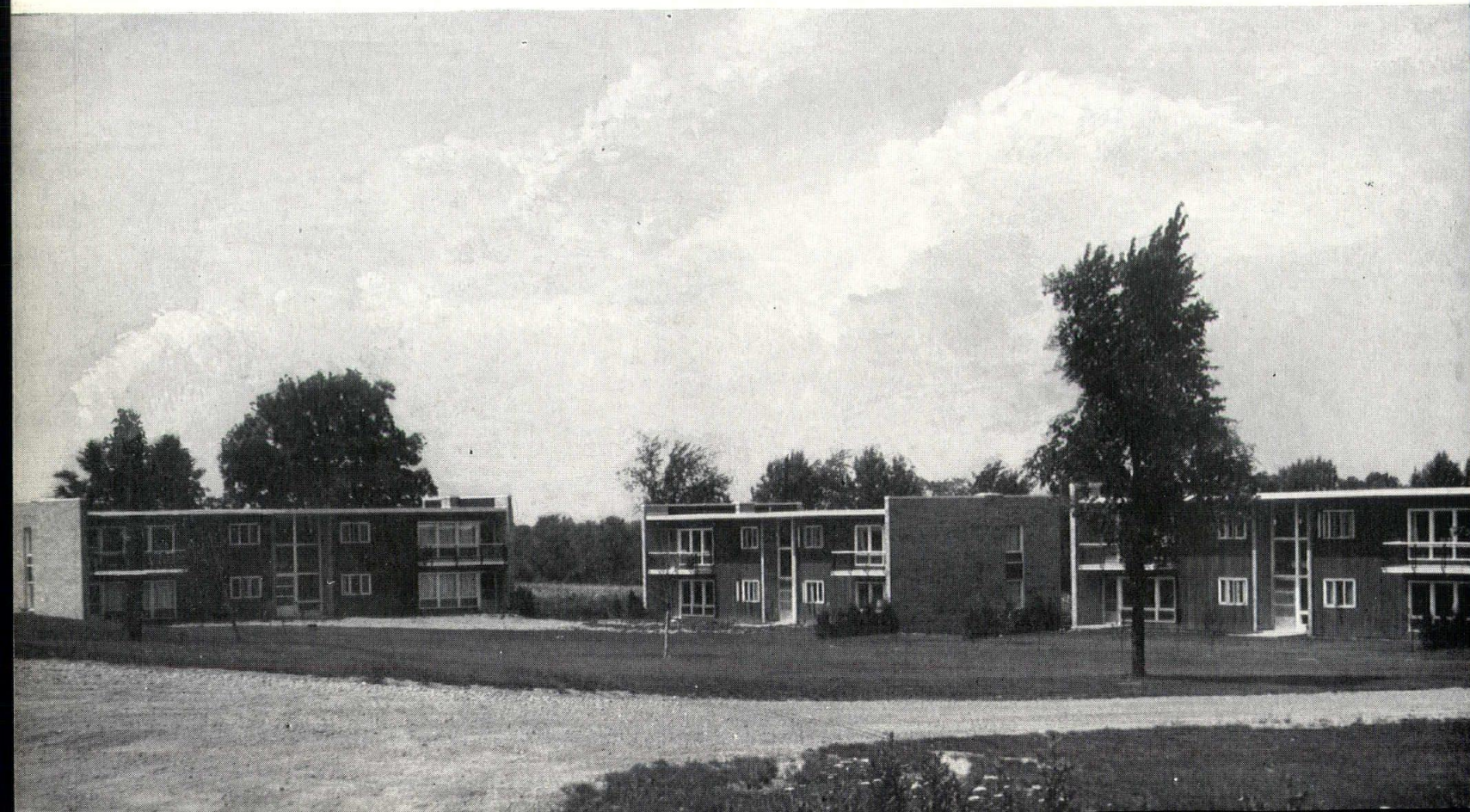


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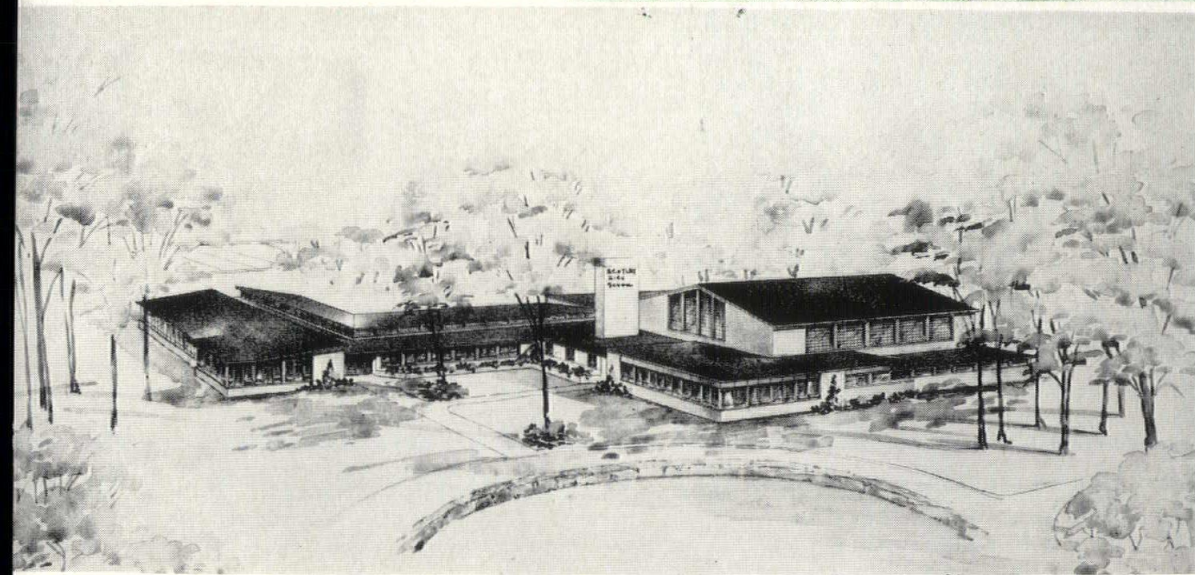
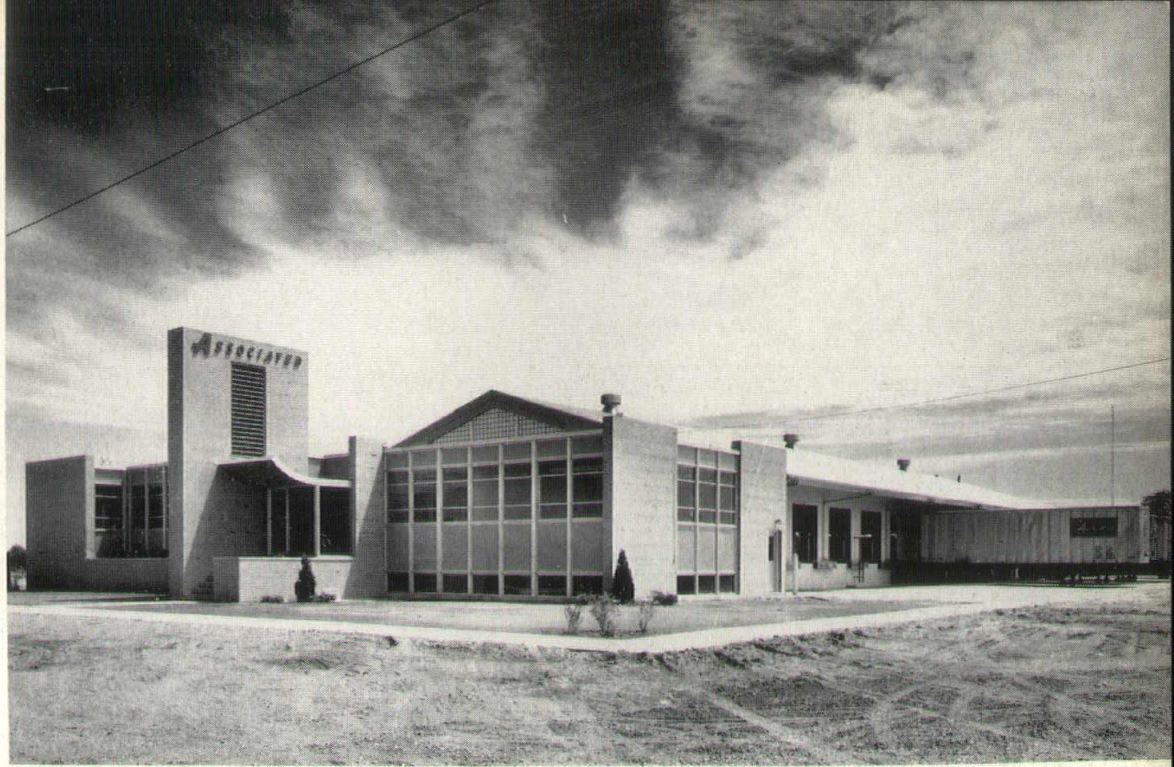


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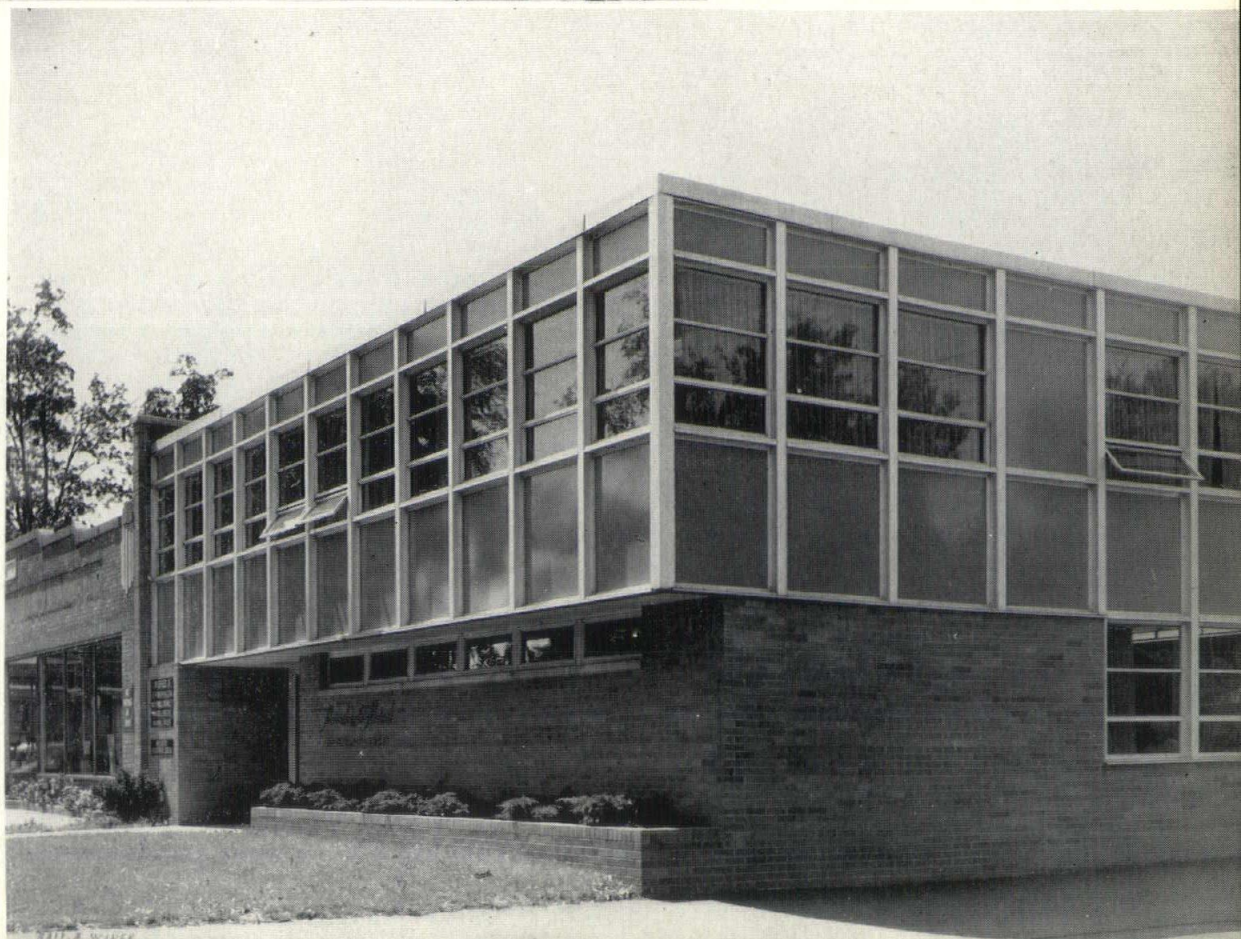


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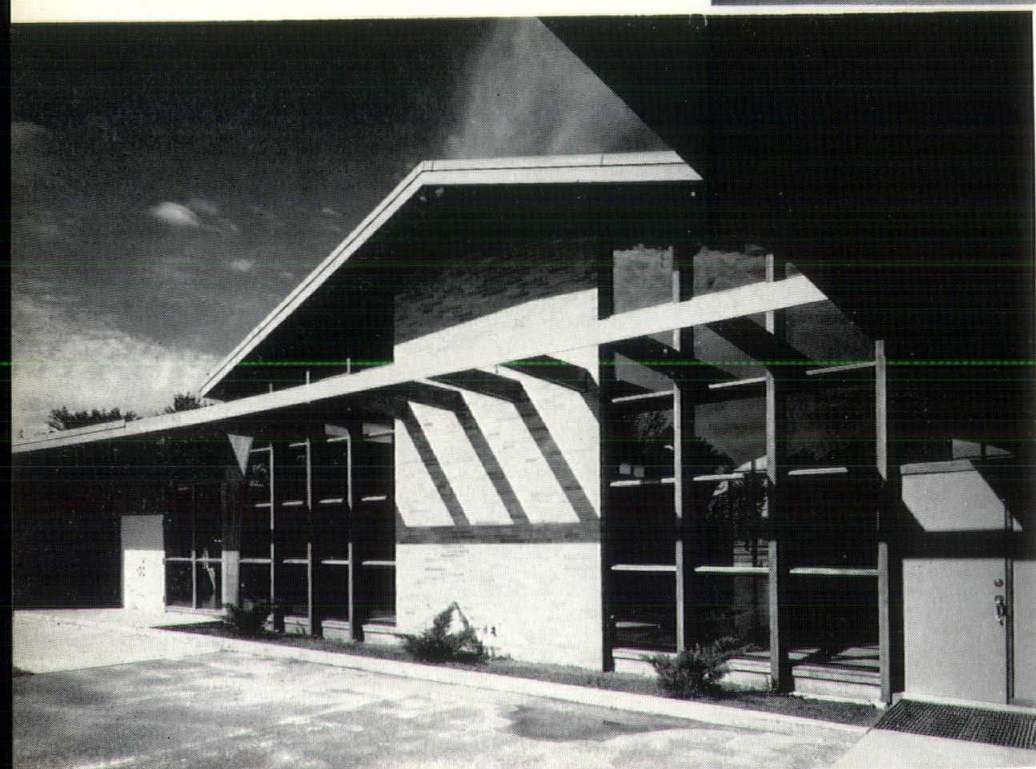


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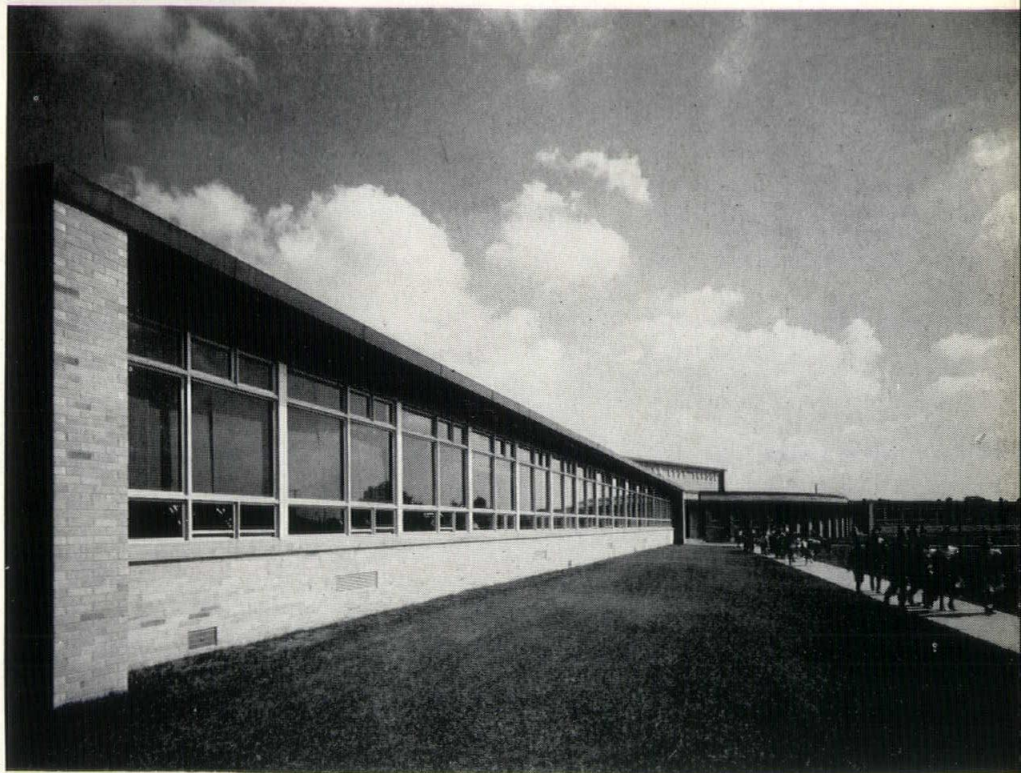


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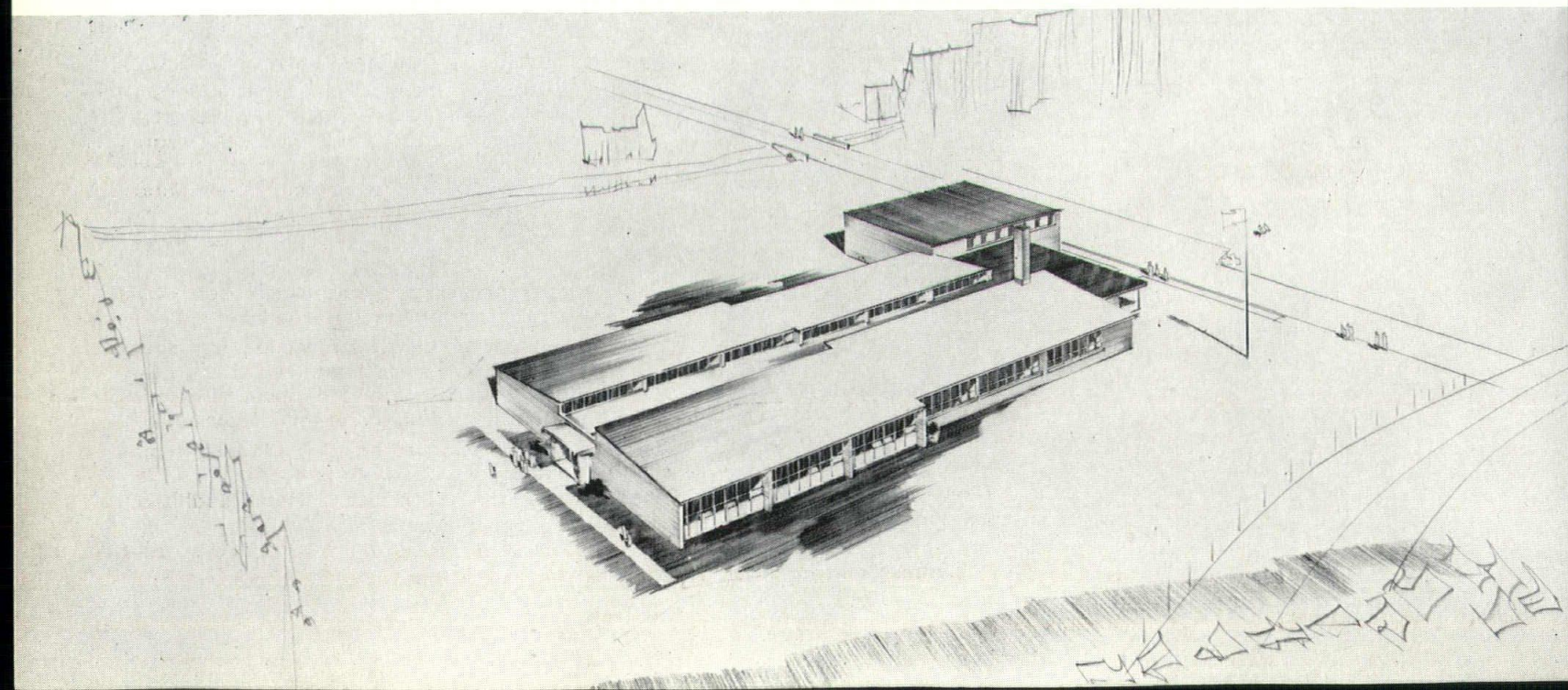


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Detroit Chapter's Next Meeting

NORMAN F. CARVER, of Kalamazoo, Mich., will be the speaker before a meeting of the Detroit Chapter, American Institute of Architects in Detroit's Rackham Memorial Building, on the evening of December 13. His subject will be "Japanese Architecture and Gardens."

Carver, a graduate of Yale University's School of Architecture, has been twice in Japan. The last time was on a Fulbright Scholarship, in 1953-55, during which two years he made exhaustive studies throughout Japan, covering territory unfamiliar even to Japanese architects. Results of these studies have been published in Carver's book, "Form and Space of Japanese Architecture," which has received acclaim from critics

through the United States and abroad. The book in a general way, interprets the meaning of the principles of Japanese architecture, and it projects their implications for the modern architect. The author has shown a deep insight into Japanese architecture, and his work has already had a profound influence in the field of design.

Mr. Carver's talk will be accompanied by slides selected from among thousands he made, and by authentic Japanese background music.

The program, at 8:00 p. m. will be preceded by a reception, with refreshments, at 6:00 p. m. and dinner at 6:30. Ladies are especially invited to the reception, dinner and program.



NORMAN F. CARVER

Detroit Chapter Meeting Report

Detroit Chapter of The American Institute of Architects bestowed the highest honor that it can offer, its Bronze Medal, upon its most distinguished member, Dr. Emil Lorch, F.A.I.A., at its meeting on November 16 in Detroit's Rackham Memorial Building. The citation, written by Clair W. Ditchy, F.A.I.A., was read by Suren Pilafian, immediate past president of the Chapter, under whose administration the Award was proposed.

Gerald G. Diehl, newly elected President of the Chapter, presided and introduced other members of the new Board. He reported that at the afternoon Board meeting new committees were appointed and a number of new associate and corporate member applications were approved. Also approved, he said, was the new budget prepared by treasurer Werner Guenther.

The President called upon Byron H. Becker to give a brief report on activities of the Committee on the Practice of Architecture, of which he is Chairman. Mr. Diehl also announced that our member Berj Tashjian had won an Honorable Mention in the recent national competition for an A.I.A. Centennial postage stamp. Robert F. Hastings, he said, as Chairman of the Architects & Engineers unit of Detroit's Torch Drive, had far exceeded his quota.

Introduced by President Diehl were M. Jean P. Desparmet, French Consul in Detroit, and Mrs. Desparmet; M. Donat A. Gauthier, Vice President of Federation des Alliances Francaises, and Mrs. Gauthier, also a group of their friends accompanying them.

Clair W. Ditchy, F.A.I.A. was called upon to introduce the speaker of the evening, M. Jean Maunoury, Architect for Chartres Cathedral. Clair stated that

he was probably given this assignment because he knew three or four words of French. He added that, while his knowledge of the language is limited, he was no more grateful for any course he took in college than for that of French. He related having visited Chartres on a Sunday morning with a group of architects and their wives, and finding it alive with worshipers who loved its beauty.

M. Maunoury began by apologizing for speaking in a language that is "not mine, and it is not yours." However his statement proved to be untrue, for he spoke in perfect English and choice of words commanded only by the most learned of men.

"There are many cathedrals," M. Maunoury said, "but Chartres is one that combines all of the good qualities of the others, and some features not to be found elsewhere."

The speaker stated that there were several cathedrals on the site before the present one—in the 11th century, the 4th century, and even 100 years before the birth of Christ, which has led to the oft-heard statement: "There had always been there a church."

M. Maunoury gave his audience a clear idea of "Chartres Cathedral and its Architectural Evolution," both by spoken words and his beautiful slides.

After M. Maunoury's address, Professor Lorch said that the world is grateful to a people and a government for preserving their architectural heritage.

He added that the A.I.A. Committee on Preservation of Historic Buildings needs the help of architects who are qualified by training, as is Mr. Maunoury, to assist in preserving our own historic architectural monuments.



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EMIL LORCH HONORED

Doctor Emil Lorch, F.A.I.A., of Ann Arbor, was awarded the Detroit Chapter, The American Institute of Architects Bronze Medal, the highest honor the Chapter can give, on November 16, 1957. The Citation, written by Clair W. Ditchy, F.A.I.A., was read by Suren Pilafian, under whose administration as Chapter President the honor was proposed.



CITATION

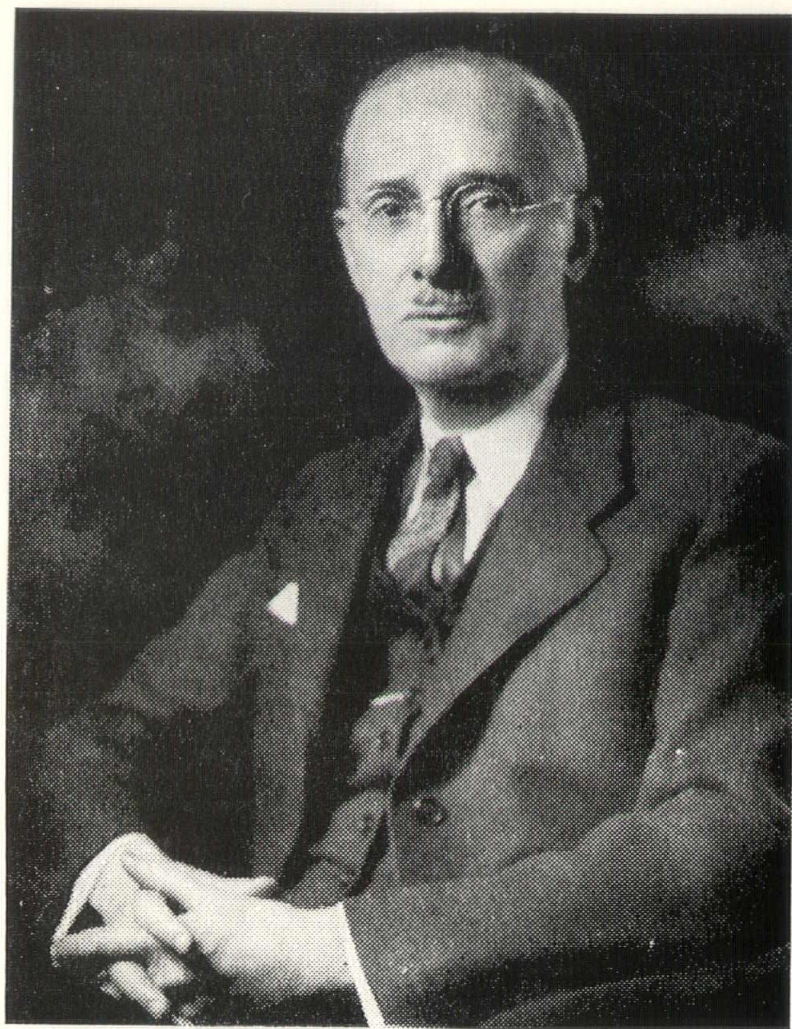
Pioneer of architectural education in Michigan, indefatigable crusader for better architecture everywhere, you have devoted your life to the advancement of public appreciation of architecture and to the improvement of architectural practice.

Founder of the teaching of architecture at the University of Michigan in 1906, you have witnessed the growth of the department which you instituted into one of the leading architectural colleges in the nation, and dedicated to the same high ideals of instruction with which you conceived it. Its students have gone forth to assume important roles in the practice of the profession or as teachers in other colleges or in allied fields in the construction industry. Through them your idealism and enthusiasm have been spread across the land to the profit of the nation at large.

Historian of our past, sensitive observer of our present, and keen stu-

dent of our future, you have been the custodian of our architectural heritage. Your participation in the establishment of architectural registration in Michigan, and also in the formation of the National Council of Architectural Registration Boards are instances of the invaluable aid which you have rendered our profession. Your extensive service in the preservation of architectural monuments and historical buildings has been invaluable. Your contribution in national matters concerning the profession has brought to you a national reputation and your capable assistance has been enlisted on many national committees. Your accomplishments have earned for you advancement to Fellowship in The American Institute of Architects.

In recognition of your record of sustained and limitless efforts in the interest of architecture, The Detroit Chapter of The American Institute of Architects awards you its bronze medal.



RESPONSE

Professor Lorch accepted the Chapter's Medal by saying it was an honor and a pleasure which he found difficult to express. He added that in looking over the audience at a Chapter meeting today he was reminded of its early beginning when about 14 would gather at Richter's, "a nice place to eat, etc." At Chapter meetings in those days, he said, there were no ladies to add color and charm. Architectural organization has gone a long way since then, he added, both nationally and locally, and he gave due credit to local presidents. About the turn of the century, he said, Sullivan, Wright and other leaders did not think much of the architectural schools. The Institute was rather static, "Reluctant," he said, would probably be a better word. Through a number of clubs, there was the League, and later, through registration, the profession of architecture was legalized. Many of the leaders of that day did not favor registration, Professor Lorch said. He expressed a note of regret at the fact that some architectural schools do not even teach architectural history any more. "Where do they think this all came from?" he asked in conclusion.

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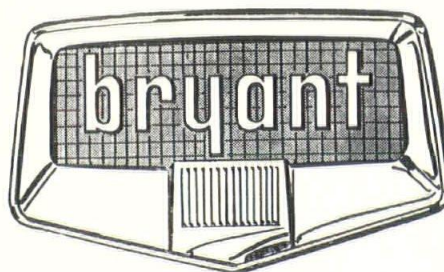
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Town and Country

C. MELVIN FRANK, A.I.A., of Columbus, Ohio, is architect for this Michigan's Miracle Mile Town and Country Shoppers' City, Pontiac, Michigan. It is on a site of more than 48 acres, building covers 296,550 sq. ft., parking for 5,019 cars, cost approximately \$3,500,000.

The Frank office is also currently planning similar centers for Columbus, Ohio and Kansas City, Mo.



AIA DETROIT CHAPTER

GERALD G. DIEHL, President of the Detroit Chapter, A.I.A., announces that the Chapter Board has approved the appointment of Chapter committees for 1956-57 as follows, the first-named being chairman:

Membership — Frederick G. Stickel, Herman Gold, Werner Guenther, Talmage C. Hughes, Charles E. Sleeper, Jr.

Practice of Architecture — Byron H. Becker, Alfred E. Brown, Julian R. Cowin, William K. Davis, Robert F. Hastings, William E. Kapp, Joseph W. Leinweber, James H. Livingston, Charles H. MacMahon, Jr., Louis Menk, Lavern J. Nelsen, Jay S. Pettitt, Jr., Abraham Waranoff, Donald F. White.

Relations with the Construction Industry — Paul J. Ketelhut, John K. Cross, Joseph N. French, Harry S. King, Gustav Muth, Raymond C. Perkins, Carl A. Scheuffler, George L. W. Schulz, Bruce H. Smith, Eberle M. Smith, Clair W. Stuchell, William T. Carter, Jr., Robert L. Morris.

Relations with Government Agencies — Lynn W. Fry, Don W. Hunter, Arthur H. Messing, Malcolm R. Stirton, Robert W. Yokom, William E. Martin, Thomas P. McEvilly.

Education — Suren Pilafian, L. Robert Blakeslee, Mark T. Jaroszewicz, Nathan Johnson, Eino O. Kainlauri, William Muschenheim, Earl W. Pellerin, Walter B. Sanders, Robert H. Snyder, Harold Binder, James E. Gibson, Marco Nobili, Grace J. Pilafian.

Public Relations — Talmage C. Hughes, James B. Hughes, Charles H. MacMahon, Jr., Frederick J. Schoettley, Keith F. Weiland.

Allied Arts — Joseph F. Dworski, Ralph R. Calder, James W. Conn, Joseph L. Cyr, F. James Lynch, Yoshizo Machida, Charles J. Parise, Louis G. Redstone, David B. Spalding, Geraldine Kavanaugh, Shirley DeVirgilis.

Civic Design — Clair W. Ditchy, Louis G. Redstone (co-chairman), Thomas H. Hewlett, Amedeo Leone, Eero Saarinen, Eberle M. Smith, Malcolm R. Stirton, J. Robert F. Swanson, Karl O. VanLeuven, Jr., David H. Williams, Jr., Minoru Yamasaki, Edward A. Eichstedt.

Registration and APELSCOR — Maurice E. Hammond, Herman G. Gold, Talmage C. Hughes, Frederick J. Schoettley, Morris J. Webster.

Program — Lyall H. Askew, Wells I. Bennett, Ernest J. Dellar, James B. Hughes, Talmage C. Hughes, Eino O. Kainlauri, Earl G. Meyer, Louis F. Pacheco, Frederick J. Schoettley, John Politzer.

Visitor's Guide — Charles H. MacMahon, Jr., Frank Barcus, L. Robert Blakeslee, Paul B. Brown, Talmage C. Hughes.

Residential Architecture — Clifford N. Wright, James W. Conn, Carl R. Habermas, G. J. Hanniken, Ann C. Krebs, Carl B. Marr, Earl W. Pellerin (adviser).

George D. Mason Memorial — Emil Lorch, William E. Kapp, David H. Williams, Jr.

Relations with Other Professions — Julian R. Cowin, L. Robert Blakeslee, J. Charles Burns, Montgomery Ferar.

Preservation of Historic Buildings — Emil Lorch, Earl W. Pellerin, Melvin Reiter, S. Howell Taylor, William J. Winburn.

A.I.A. Centennial — Ralph W. Hammett, L. Robert Blakeslee, James B. Hughes, Talmage C. Hughes, Arthur K. Hyde, Suren Pilafian.

Civilian Defense — Alex Linn Trout, Don W. Hunter, Robert L. Morris.

American Architectural Foundation — Arthur K. Hyde, Lyall H. Askew, Robert F. Hastings, William E. Kapp.

Director on the Board of the Michigan Society of Architects — Earl G. Meyer.

Executive Secretary — Talmage C. Hughes.

CENTENNIAL

THE AMERICAN INSTITUTE OF ARCHITECTS CENTENNIAL CELEBRATION IN 1957 will be the occasion for the three Michigan chapters of the Institute — Detroit, Western Michigan and Saginaw Valley — to present a retrospective architectural exhibit to be shown in various cities of the state, it is announced by James B. Hughes, A.I.A., chairman of the Exhibit committee.

The exhibit will emphasize the bold outlines of the state's architectural development, show its character, regional aspects and broad development over the past century, Hughes said, and he added:

"We hope the people of Michigan will get from the exhibit some understanding of the westward movement of architecture, and the growth of our great profession, the fact that today no building type is untouched by the creative hand of the architect, where a century ago architecture was largely limited to public buildings, churches and mansions."

All members of the three state chapters are invited to submit recommendations of buildings they feel should be shown in the exhibit, Hughes concluded.

WILLIAM T. OWENS AND JOHN B. WEBB have been elected associate members of the Detroit Chapter, American Institute of Architects, it is announced by Werner Guenther, treasurer of the Chapter.

Owens, a 1951 architectural graduate of Chicago Institute of Technology, gained his early experience in architectural offices in Illinois and Pennsylvania, before joining Albert Kahn Associated Architects and Engineers, Inc., of Detroit, where he is presently employed.

Webb, a native of Mexico, received his architectural education at the University of California, in Berkeley, then worked for California architects. He came to Detroit in 1953, was engaged by the Detroit City Plan Commission and Victor Gruen Associates, Inc., Architects and Engineers. He too is now employed by the Kahn organization.



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Western Michigan Chapter

Western Michigan Chapter, The American Institute of Architects held its second annual ladies night at the Athelstan Club in Battle Creek November 19.

Following dinner, George N. Williams presented certificates to the winners in the Chapter's Sixth Annual Honor Awards program.

Program Chairman, Howard E. De-Wolf called upon Adrian N. Langius F.A.I.A. to introduce the speaker of the evening, Robert B. Frantz, F.A.I.A. of Saginaw.

Bob showed the excellent color slides of the photographs he and his wife, Sali had made on their recent world tour, and he stated that they found travel a fascinating experience, both from an architectural standpoint and that of meeting and learning something about the people of the various countries.

He confided that they were a bit apprehensive about how they might be received during their five-weeks tour of the Far East, but he added that the experience was thrilling and their fears proved to be unfounded.

A few of the places illustrated in his talk were Hawaii, Tokyo, Hongkong, and Siam. He accompanied each picture with interesting comments on the people, their customs and architecture.

THE A.I.A. - A.G.C. SPECIFICATION OUTLINE, which was first published in 1953, has been revised and augmented to include Mechanical and Electrical Divisions of work, over the past two years.

Copies will be sent gratis to each registered architect in the Western Michigan and Saginaw Valley Chapters. Others may obtain copies at a price of one dollar by writing to Mr. George W. Combs, 127 N. Cedar Street, Lansing.

A significant number of firms in the state have been following the outline since it was first published, and it is hoped that its use will increase. Obviously, a building will not necessarily be better when Concrete is found in Division 7 instead of Section G. or Roman numeral VII, but, as one estimator pointed out, the saving in time and money becomes appreciable when a majority of architects begin putting it in the same division of the specification as the Outline does. Otherwise, as he pointed out, the copy generally remains on his desk the first three or four days, while he reviews and becomes familiar with it. As one architect said, for the first time in his experience he can find what he is looking for in his own specification when he is called to the phone to interpret some requirement.

We can't remember a time when architects were not being exhorted to prepare better specifications and no doubt the millenium is some distance away.

A Wider use of this outline will be in the interest of the entire profession.—Willard E. Fraser, A.I.A.



Shown above are C. A. O'Bryon, A.I.A. (left) and R. D. Maxwell, Chairman for the Architects and Contractors, respectively, on the joint A.I.A.-AGC Committee, which has just completed revisions to the Specifications Outline first drawn up four years ago.

The project was cosumminated by the Western Michigan and Saginaw Valley Chapters of The A.I.A. and the Michigan Chapter, A.G.C.

Purpose: "To save time of architects and contractors, resulting in lower costs and better service to owners."

Saginaw Valley Chapter

A. Charles Jones, A.I.A. of Flint, was elected President of the Saginaw Valley Chapter, The American Institute of Architects at its recent annual meeting at the Flint Golf Club. He succeeds Samuel C. Allen of Saginaw.

Harvey C. Allison of Midland was elected vice president; Auldin H. Nelson of Flint, secretary, and Vincent T. Boyle of Midland, treasurer. Willard E. Fraser, Herman J. Klein and Frederick E. Wigen were elected to serve on the Board of the Michigan Society of Architects.

James A. Spence, A.I.A. of Saginaw, was named as the Chapter's representative on the Institute's Committee on Education and Research. Reports were heard from the Chapter's various committee chairmen. It was reported that the chapter now has 41 corporate members and 14 associates. S. A. Nurmi of Flint was program chairman for the meeting.

Speaker of the evening was architect LeRoy E. Kiefer, of Birmingham, supervisor of product and exhibit design, General Motors styling section. His subject was "Production and Display Design Trends."

Kiefer stated that product design, though a term of recent origin, is actually an old practice, which he defined as "the exercise of good taste applied to objects about us." The product designer, he said, is never satisfied with those objects about him, but he constantly attempts to design for the new and improved. He explained:

"I have always felt that architects provide their clients with better places to live in and that product designers provide better items to sell and to use."

He urged architects to become more interested in the residential field.

The Producers' Council, Michigan Chapter will be hosts to the Architects Chapter at a meeting in the Bancroft Hotel, Saginaw on November 28.



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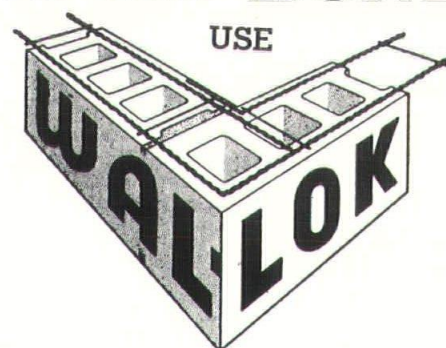
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Future Meetings

MSA BOARD, 1957, 2 P. M.

Tuesday, December 11 — Harmonie Club, Detroit. Annual Meeting, Election.

Thursday, Jan. 10 — Botsford Inn, Farmington.

Tuesday, Feb. 12 — Mayflower Hotel, Plymouth.

Thursday, March 14 — Convention, Detroit.

Friday, April 12 — Dearborn Inn.

Tuesday, May 14 — (not determined)

June — No Meeting

Wednesday, July 10 — Lansing.

Friday, August 2 — Grand Hotel, Mackinac Island.

Monday, Sept. 15 — Grand Rapids.

Wednesday, Oct. 16 — With Detroit Chapter.

Tuesday, Nov. 12 — With Saginaw Valley Chapter.

Thursday, Dec. 12 — Detroit.

WESTERN MICHIGAN CHAPTER DINNER MEETING, 1956

December—Lansing. Details later.

DETROIT CHAPTER DINNER MEETING, 1956-57

All meetings at the Rackham Bldg., Detroit, unless otherwise noted. Board meetings 4 P. M. on the same days. Reception 6 P. M., Dinner 6:30, Program 8. The auditorium has been reserved for January & April.

Thursday, December 13 — Norman F. Carver, Fulbright Scholar, on Japan.

Wednesday, January 16, 1957 — Vincent Kling, A.I.A. (tentative).

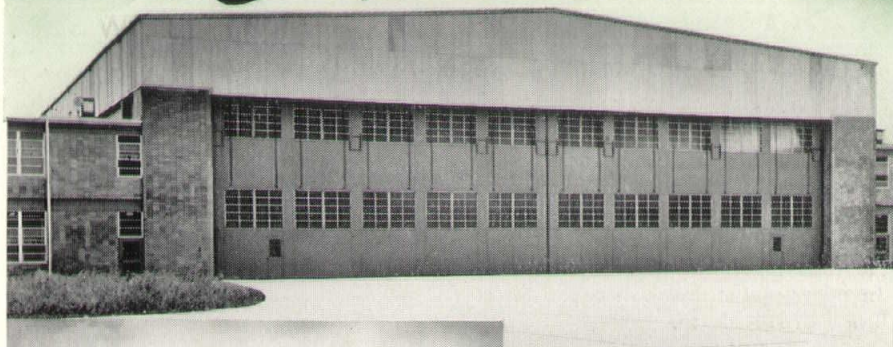
Friday, February 22—Centennial Birthday Party, Hotel Statler, Detroit.

Tuesday, March 26—Douglas Haskell, at Detroit Institute of Arts.

Wednesday, April 17—With American Institute of Decorators (tentative).

Tuesday, May 24—Joint meeting with student chapters.

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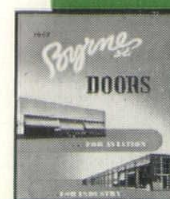
This recent installation of Byrne Canopy Type Doors is one more typical example of closely-coordinated teamwork of Byrne engineers and the architects, engineers and contractors responsible for the job.

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MSA

BOARD MEETING

Michigan Society of Architects' Board of Directors met at the Birmingham Country Club on the afternoon and evening of November 14.

Besides the regular business of the Society, which has become considerable, there were reports from officers, directors, committee chairmen, the Executive Director and Executive Secretary.

Adrian N. Langius, Chairman of a special committee on architects' fees for State work, gave an interim report, with charts, indicating the prodigious amount of work he has done on the project. He has made a survey of conditions in other states and compared them with those of Michigan.

Peter Vander Laan, Chairman of the

Society's Committee on Public and Professional Relations, reported progress on revisions of the brochure "Organizing to Build," which is about out of print. There may be some slight changes in the recommended fee schedule, based on information gathered by Linn Smith who conducted a survey for the Detroit Chapter, A.I.A.

Nominating Committee to prepare a slate of officers for the Society to be voted on by the Directors at the Society's Annual Meeting December 11. Serving with him is Leo I. Perry, and there will be another member from the Saginaw Valley Chapter who has not yet been selected.

Society Directors for 1957 will be as follows:

From the Detroit Chapter, Ernest J. Dellar, James B. Morison and Frederick J. Schoettley carry over from last year. Newly elected are Joseph W. Leinweber, Amedeo Leone and Walter B. Sanders. Appointed by Chapter President Gerald

G. Diehl is Earl G. Meyer.

From Western Michigan, C. A. O-Bryon and Peter Vander Laan carry over. Newly elected: Adrian N. Langius, George B. Savage and George W. Sprau. When he is succeeded by a new president, Elmer J. Manson will become Director at Large.

From Saginaw Valley Chapter: Fraser, Klein, Wigen.

William P. Lindhout, Vice Chairman of the Society's 43rd Annual Convention Committee, reported that present plans for the Convention include seminars on mechanical, electrical and structural engineering in connection with architectural practice, and on The Business of Architecture. The Board approved the Vice Chairman's suggestions that the Society's Gold Medal and its Honorary Membership be presented at the Thursday evening dinner meeting instead of at the Annual Banquet as heretofore. Lindhout stated that tentative plans include a tour of Detroit's new Henry and Edsel Ford Auditorium, by architects Crane, Kiehler & Kellogg in collaboration with O'Dell, Hewlett & Luckenbach.

Paul B. Brown, A.I.A., Chairman of the Convention Committee, was unable to attend the Board meeting.

The Board approved increasing non-resident annual dues from \$3 to \$5.

The President announced that Samuel C. Allen, A.I.A., of Saginaw, had been named Vice Chairman of the Society's 14th Annual Midsummer Conference to be held at the Grand Hotel on Mackinac Island August 1-3, 1957. He will assist Peter Vander Laan, Chairman and succeed to the chairmanship in 1958.

The Board's Annual Meeting and Election will be held at Detroit's Harmonie Club, December 11; the January meeting, on the 10th, at Botsford Inn, Farmington. Others:

Tuesday, February 12 at Plymouth; Thursday, March 14 at the Convention in Detroit; Friday, April 12, Dearborn Inn; Tuesday May 14, place to be announced later; June, no meeting; Wednesday, July 10, Lansing; Friday, August 2, at the Midsummer Conference on Mackinac Island; Monday, September 15, with Western Michigan Chapter in Grand Rapids; Wednesday, October 16, with Detroit Chapter, in Detroit; Tuesday, November 12, with Saginaw Valley Chapter; Thursday, December 12, Annual Meeting and Election, in Detroit.

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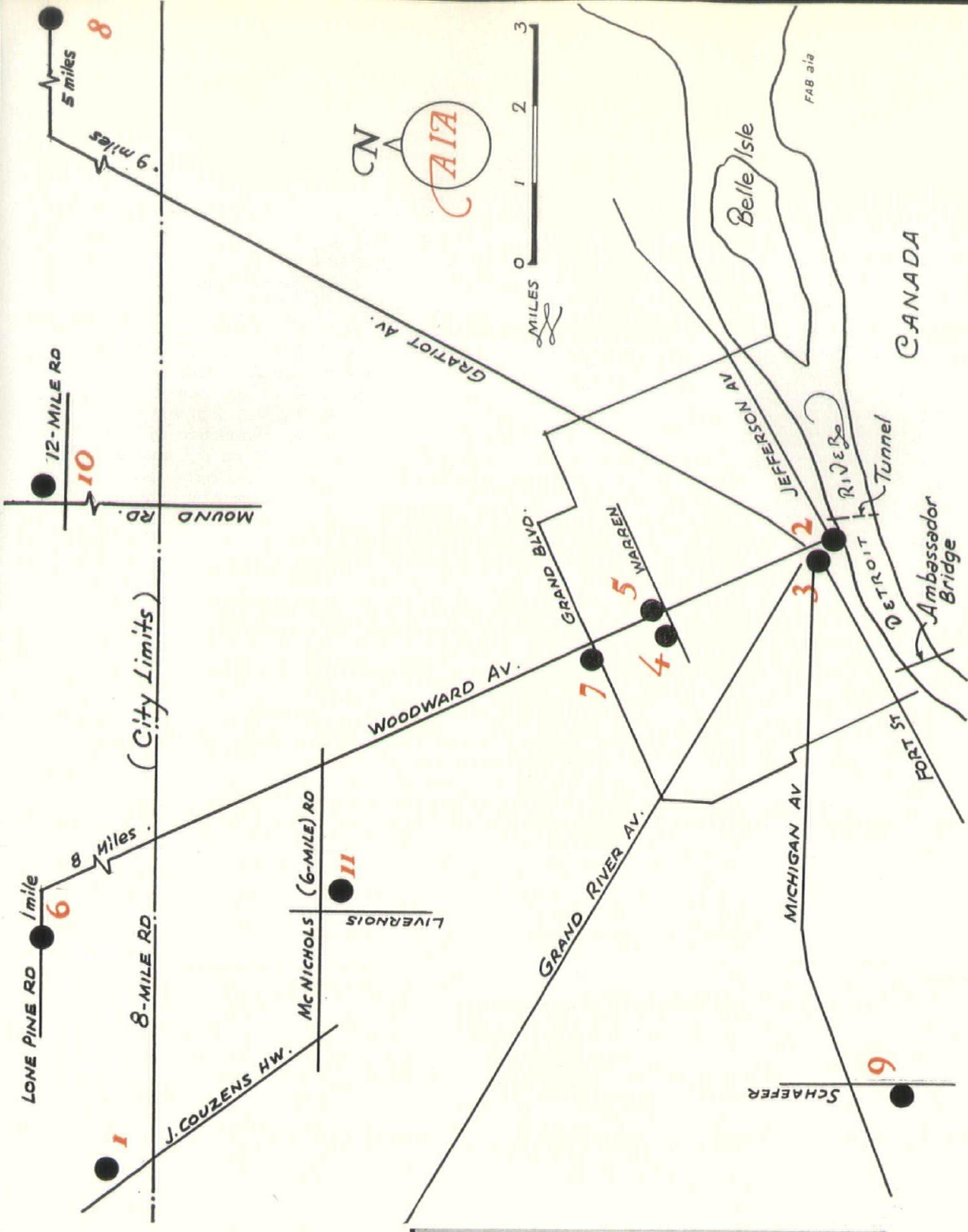
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VISITORS' GUIDE TO DETROIT ARCHITECTURE, which is reproduced on the following four pages, is a leaflet recently issued by the Detroit Chapter of The American Institute of Architects. Copies have been placed at the museums, Board of Commerce, Tourist Bureau, hotels, clubs, airports, drive-yourself services, architectural schools, etc. Copies are available, singly or in quantities, gratis, for all those interested. The Chapter would appreciate having its members assist in distributing the Guides wherever they will be of use.

VISITOR'S GUIDE...to

Detroit Architecture

AIA
DETROIT CHAPTER
American Inst. of Architects
120 MADISON AVE., DETROIT



1. Northland Shopping Center
2. Detroit's Civic Center
3. Federal Reserve Annex
4. Kresge Science Library
5. The Detroit Institute of Arts
6. Crambrook

7. Fisher Building
8. Metropolitan Beach
9. Rotunda, Ford Motor Company
10. General Motors Technical Center
11. Reno Hall, University of Detroit

NORTHLAND, 1954
Oak Park, Michigan
VICTOR GRUEN ASSOCIATED
ARCHITECTS & ENGINEERS, INC.

Located eleven miles from downtown Detroit at the intersection of three major highways, Northland Shopping Center serves a vast suburban population to the northwest of the City. The center is owned by The J. L. Hudson Company, Detroit's major retail department store. The 167-acre site contains landscaped buffer areas along its access roads, parking for 8700 cars, 104 stores and services, a major branch of the J. L. Hudson Company, and landscaped courts and malls enhanced by an unusual collection of delightful sculpture.



1



CITY-COUNTY BUILDING 1955
Civic Center, Detroit
HARLEY, ELLINGTON & DAY, INC.,
ARCHITECTS & ENGINEERS

The City-County Building houses the municipal offices of the City of Detroit and the offices and courts of the County of Wayne. It is the second unit of Detroit's Civic Center and was erected at a total project cost of \$27,000,000.



2



CIVIC CENTER, Detroit 1948
EERO SAARINEN,
ARCHITECTURAL CONSULTANT

Extending a half mile along the Detroit River, the Civic Center will cover eighty acres, to include the Henry and Edsel Ford Auditorium with 2900 seats; the Convention Hall with 14,000 seats and the Exhibit Building with 400,000 square feet of exhibit space, future State and Federal buildings, and parking areas for approximately 4000 cars.

2



FEDERAL RESERVE ANNEX 1952
Detroit
SMITH, HINCHMAN & GRYLLS, INC.,
ARCHITECTS & ENGINEERS

The recently completed Federal Reserve Annex has been hailed as "a shining example for architects and building owners in every U.S. city." The new building is designed to complement the existing structure which it adjoins—thus achieving an unusual blend of classic and modern design.

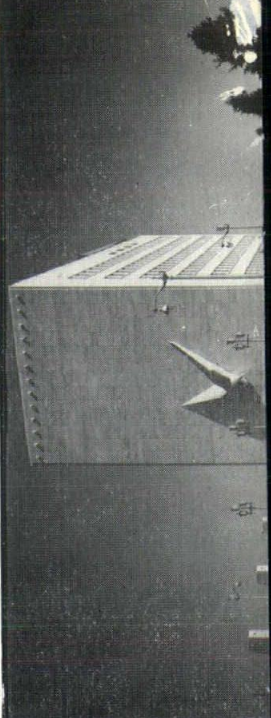
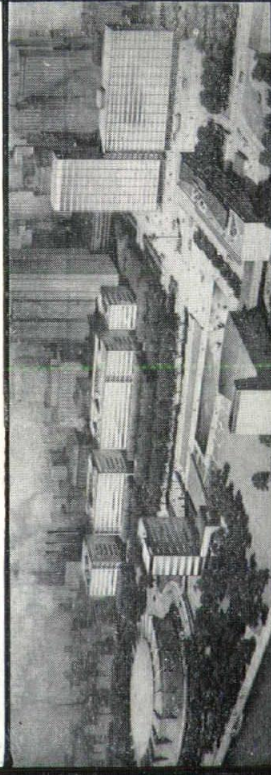
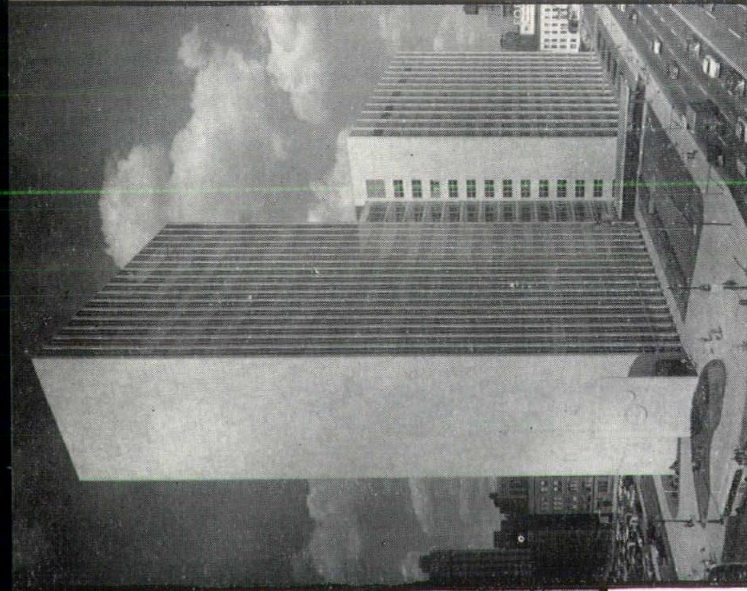
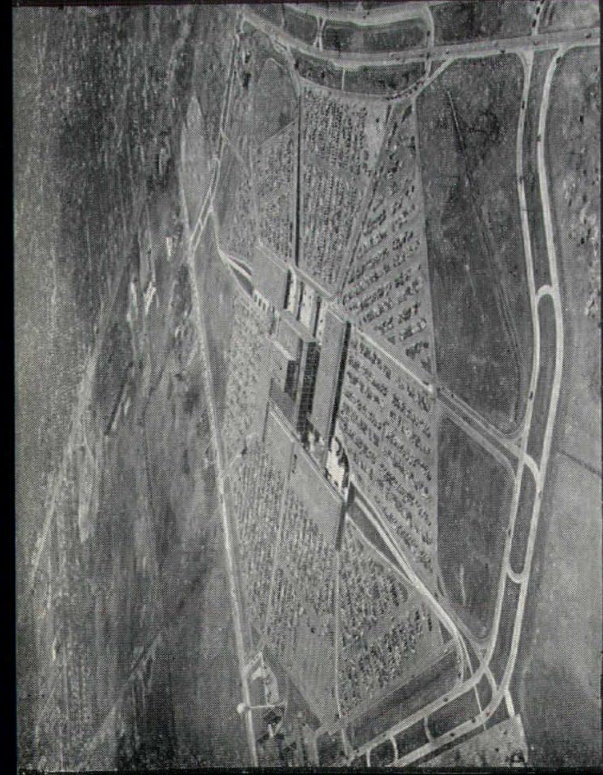


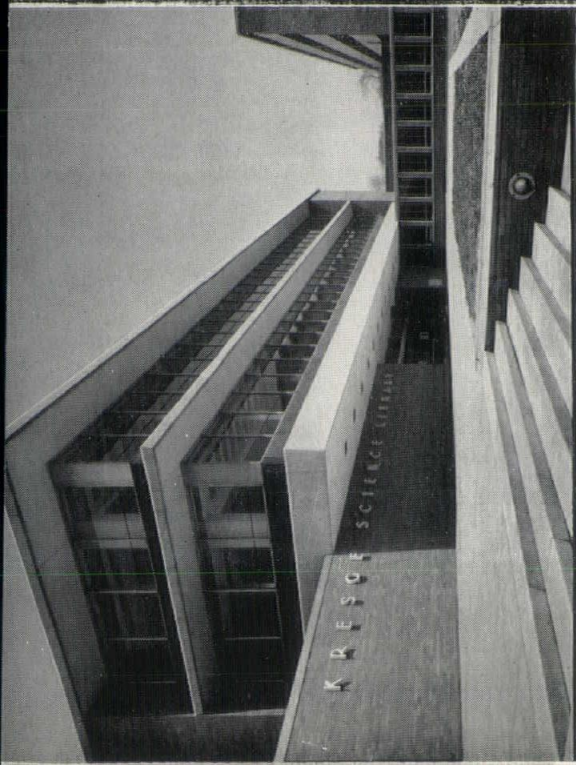
3

VETERANS' MEMORIAL BUILDING 1950
Civic Center, Detroit
HARLEY, ELLINGTON & DAY, INC.,
ARCHITECTS & ENGINEERS

Dedicated in 1950 as a living war memorial, this \$5,750,000 Monument is the first to be completed of the huge public edifices which will compose Detroit's magnificent Civic Center.

2





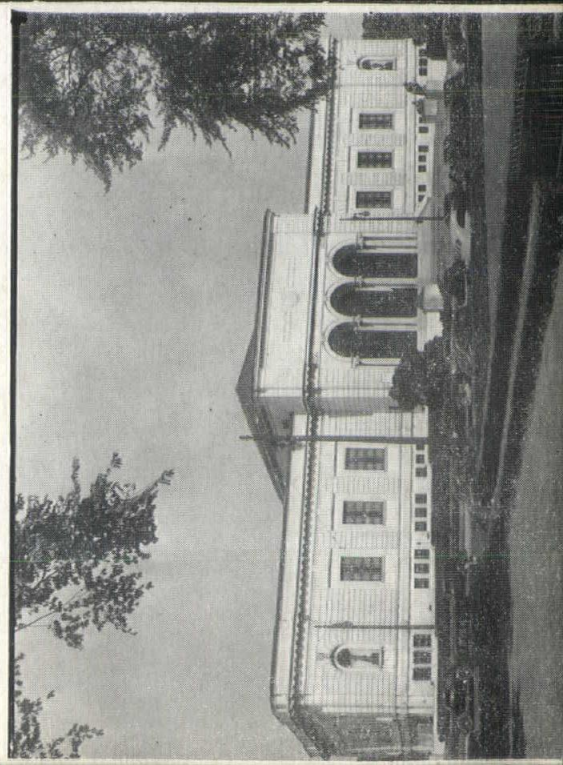
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This library, along with the General Library, forms the heart of Wayne University. The University, the Art Institute, Public Library, Historical Museum, International Institute, Rackham Building (Engineering and University of Michigan Extension) form the Cultural Center of Detroit.

DETROIT INSTITUTE OF ARTS
5200 Woodward Avenue

PAUL P. CRET; ZANTZINGER, BORE & MEDARY, ARCHITECTS

One of the world's great museums, it possesses a notable collection of ancient, medieval and Renaissance art, as well as more recent contemporary treasures. The building is divided into three main wings . . . European, Asiatic and American . . . each containing several period rooms. The collection consists of more than a thousand paintings, one of the richest collections of sculpture in America, and other decorative arts.



CRANBROOK
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Located nineteen miles from Downtown Detroit and set in surroundings of great natural charm . . . housed in buildings of exceptional architectural beauty, this group represents one of the most widely known cultural and educational centers in the country.

Cranbrook Institutions include Brookside School (for children), Cranbrook School (for boys), Kingswood School (for girls), Cranbrook Institute of Science, Cranbrook Academy of Art, and Christ Church.



METROPOLITAN BEACH
St. Clair Shores, Mich.
O'DELL, HEWLETT AND
LUCKENBACH, ARCHITECTS

Metropolitan Beach, twenty-four miles northeast of downtown Detroit, on Lake St. Clair was developed by the Huron-Clinton Metropolitan Authority. Covering 550 acres, it is the largest fresh-water beach in the country. Sixty thousand visitors daily are served with a 6000-locker bathhouse, a mile long beach, boardwalk, cafeteria, game areas and a boat basin.



FISHER BUILDING
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The Fisher Building is located at the intersection of Second and West Grand Boulevards. The structure consists of a twenty-six story central tower, two eleven-story wings, 1100-car garage, and a 3000-seat theatre. Exterior of the building is finished in marble and granite. Most striking feature of the interior is the three story arcade with its wealth of architectural treatment in marble and mosaic. A concourse runs through the basement and connects with subways leading to the New Center and General Motors Buildings.



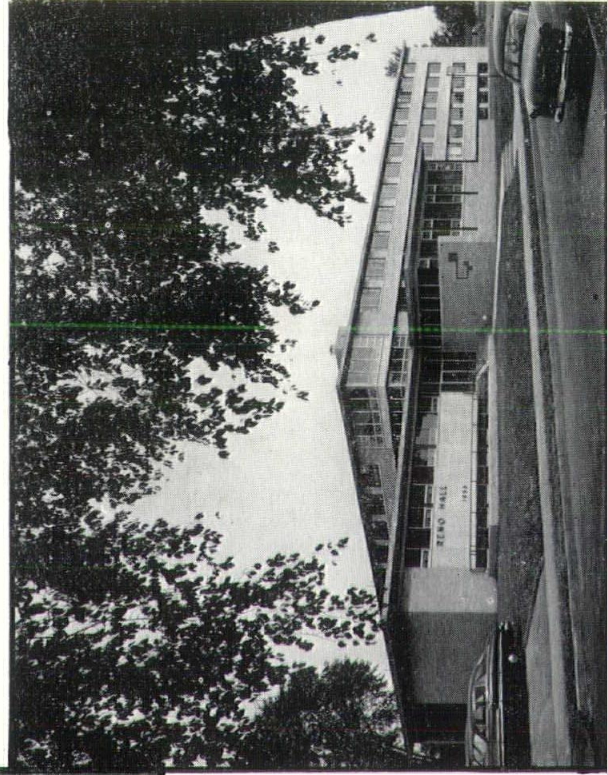
1928

1951



DORMITORY (RENO HALL)
University of Detroit, Detroit 1955
HARLEY, ELLINGTON & DAY, INC.,
ARCHITECTS & ENGINEERS

In addition to 153 rooms (for two students each), the building contains a chapel, reception rooms, lounges, kitchenette and laundry. The extensive building expansion program of this private university includes also the new 9,000-seat Memorial Building (athletics and arena), Student Union (social activities), and Library (including television and dramatics facilities).



**GENERAL MOTORS
TECHNICAL CENTER**
Center Line, Michigan 1954
EERO SAARINEN & ASSOCIATES, ARCHITECTS, SMITH, HINCHMAN & GRYLLS, INC., ARCHITECTS & ENGINEERS

The General Motors Technical Center, located fourteen miles northeast of Downtown Detroit has created more interest in industrial engineering and architectural circles than any other project of its kind in the country. Brilliant colors, wide spaces between buildings and truly unique architectural treatment combine to form a most attractive industrial development. This research facility plays an important part in the development of engines for tomorrow's cars and trucks.

Permission to visit it must be obtained from General Motors Corporation.

GENERAL MOTORS

TECHNICAL CENTER

Center Line, Michigan

1954

EERO SAARINEN & ASSOCIATES, ARCHITECTS, SMITH, HINCHMAN & GRYLLS, INC., ARCHITECTS & ENGINEERS

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GENERAL MOTORS

TECHNICAL CENTER

Center Line, Michigan

1954

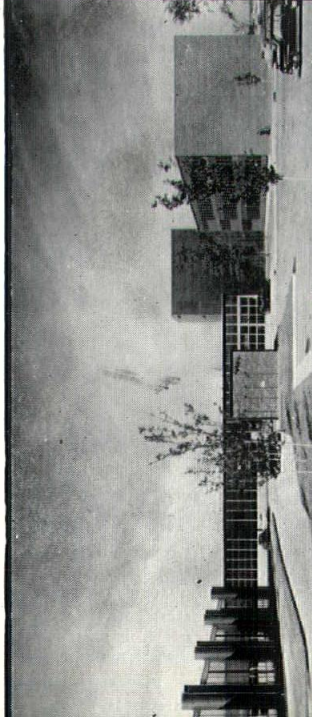
EERO SAARINEN & ASSOCIATES, ARCHITECTS, SMITH, HINCHMAN & GRYLLS, INC., ARCHITECTS & ENGINEERS

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Permission to visit it must be obtained from General Motors Corporation.

ROTUNDA, Ford Motor Company
Dearborn, Michigan
ALBERT KAHN, ASSOCIATED
ARCHITECTS & ENGINEERS, INC.
H. SANBORN BROWN, ARCHITECT
W. B. FORD, DESIGN CORPORATION
LAUCOMER & MANSER, ENGINEERS

The largest permanent industrial exhibition building in the world. The Rotunda, fourteen miles from downtown Detroit is the gateway to the busy Rouge Plant, where a huge working force of 60,000 employees produce more than a car a minute. The impressive 93-foot geodesic dome of aluminum struts and plastic skin covers the original open court. Three miles west of the Rotunda are the Henry Ford Museum and Greenfield Village. There are tours of the plant daily.



American Institute of Architects

This brochure was prepared for the use of visitors to Detroit, to enable them to find representative examples of architecture in this area.

The projects shown were selected by vote of members of the Detroit Chapter of The American Institute of Architects.

Background

The American Institute of Architects is the national professional society of architects. Its activities are for the benefit of the general public and for the profession. This brochure aims to contribute to these ends by establishing greater interest in the design of the buildings about us.



ARCHITECTS, PROFESSIONAL ENGINEERS AND LAND SURVEYORS COUNCIL ON REGISTRATION (APELSCOR) conducted ceremonies for the Michigan State Board of Registration for those professions at Detroit's Rackham Building on the evening of November 10, at which certificates of registration were presented to new registrants.

John J. Uicker, professor of engineering at the University of Detroit and chairman of APELSCOR, presided at the meeting and introduced the speaker of the evening, Raymond F. Hanson, in charge of the power section of General Motors Corporation, who spoke on "Professional Registration, an Opportunity for Service."

William H. Harvie, of Birmingham, chairman of the Registration Board, presented the certificates, with the assistance of Henry G. Groehn, the Board's executive secretary. Donald E. Trefry, sales engineer with The Detroit Edison Company, was chairman of the committee on arrangements for the event. All members of the State Registration Board were present. Besides Harvie, they are Wells I. Bennett, F.A.I.A., of Ann Arbor; Robert B. Frantz, F.A.I.A., of Saginaw; Talmage C. Hughes, F.A.I.A., of Detroit; Wilfred C. Polkinghorne, of Houghton; Henry T. McGaughan, of Pontiac, and Angelo Marion, of Monroe.

At a dinner for architects and engineers just prior to the ceremonies, Harold S. Ellington, president of Harley, Ellington & Day, Inc., Architects and Engineers, was the speaker on the subject, "Responsibilities of Registration."

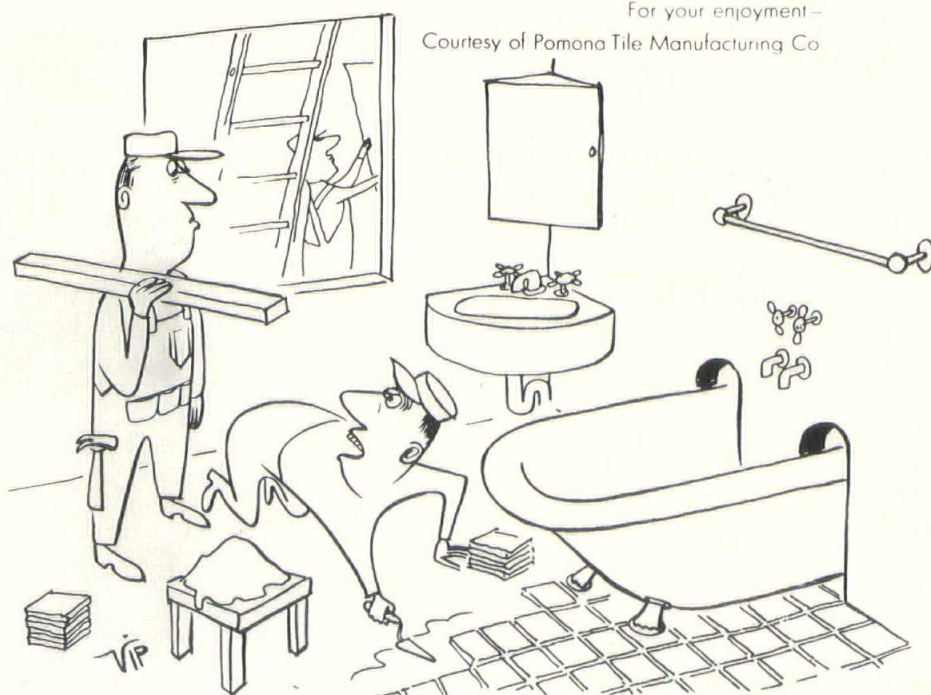
ALBERT WOOD, A.I.A., of One Pleasant Avenue, Port Washington, Long Island, N. Y. has become reinstated as a non-resident member of the Michigan Society of Architects.

Wood, who formerly practiced in Detroit, is now a member of the Long Island Society Chapter of The American Institute of Architects. He practices under the name of Albert Wood and Five Sons, Interior Designers.

In 1929 Albert Wood and his wife, Louise got the idea that children should be given a chance to build a business for themselves, so they converted their guest house into a workshop for the youngsters. Soon they were turned into a crew of Chippendale embryos and started to make furniture at a profit.

In 1930, hard hit by the depression, the "Six Men of Wood" moved to the East where they built a family future that became a dramatic story.

Besides the family's furniture and industrial design activities, Albert Wood has such architectural clients as the



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THE WRONG WAY



With ordinary reinforcing, where all the wires are butt-welded in one plane, the Side Bars rest right on the blocks. The mason puts on his mortar. Steel doesn't float, so the mortar can't get under the Side Bars and the mortar bonds only to the top and sides.

WHY EXPECT MORTAR TO DO SOMETHING YOU CAN'T DO?



When you try to hang onto a rod, you don't hold it with your finger tips. You grip it in your fist with your fingers wrapped all the way around.

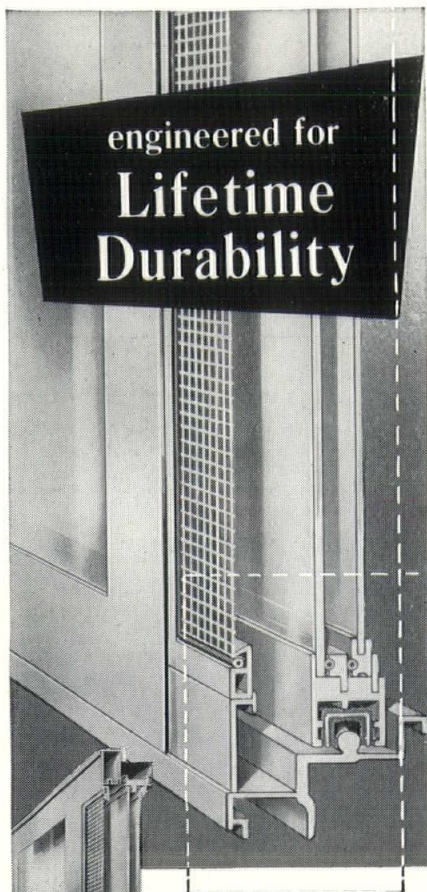
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Address _____
Zone _____ State _____ Phone _____

Guggenheim Foundation, Newsday, and many of the nation's leading industrialists.

When in Detroit Mr. Wood was architect for some of the buildings of the Highland Park plant of the Ford Motor Company, the Henry Ford Hospital and other important structures.

MICHIGAN ENGINEERING SOCIETY invites members of the Michigan Society of Architects to become members of MES. Dues are \$4 per year and the benefits many. The Society was organized in 1880 for the purpose of serving its members in legislative matters, particularly the registration act which is jointly with the architects' act. The MES operates on a statewide basis much the same as does the MSA, in matters of fees, ethics and progress in the profession.

For better service and maximum progress, the MES needs new active members. The Board of Directors of the Michigan Society of Architects recommends membership in the MES, as a means of better cooperation with our fellow professionals. Application blanks are available at the Society's headquarters, 120 Madison Ave., Detroit 26, WODward 5-3680.

LINN SMITH, A.I.A., of Smith, Tarapata & MacMahon, Architects, of Birmingham, has been named chairman of a nominating Committee for the Michigan Society of Architects, it is announced by Elmer J. Manson, Society president.

Serving with Smith will be Leo I. Perry, of Detroit; Adrian N. Langius, of Lansing; Willard E. Fraser, of Midland, and Peter Vander Laan, of Kalamazoo.

The committee will nominate slates of officers to be voted on at the Society board's annual meeting in the Harmonie Club, Detroit, on December 11.

Directors are elected by the three chapters of The American Institute of Architects in Michigan—Detroit, Western Michigan and Saginaw Valley—and the directors elect their own officers.

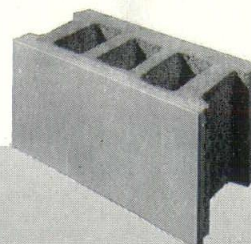
R. E. WILLIAMS & CO., REGISTERED PROFESSIONAL ENGINEERS announce the opening of their offices for the practice of structural engineering at 18403 W. McNichols Road, Detroit 19, Mich. The telephone number is KENwood 7-1340.

R. E. Williams, President of the firm, first studied architecture before graduating in engineering from Wayne University in 1951.

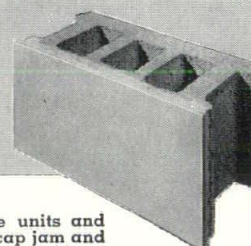
Williams and other members of the organization have had responsible charge of important projects, in structural engineering as well as industrial facilities from a production standpoint.

With the firm also is James D. Pamel, an associate member of the Detroit Chapter, American Institute of Architects.

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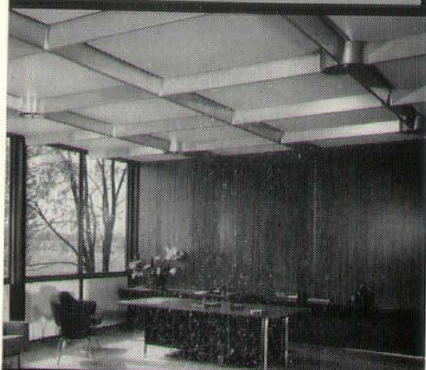
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CLAIR W. DITCHY, F.A.I.A., has moved his architectural offices from 5 W. Larned St., Detroit to 1232 S. Woodward Ave., Royal Oak. He had formerly maintained a branch office at 605 W. 11 Mile Rd. in Royal Oak. The new telephone number is Lincoln 8-4200.

The building in which he had his Detroit office will be razed after the first of 1957 in order to make way for Detroit's Civic Center development.

The Ditchy office is now engaged in planning a number of schools, institutional buildings, commercial and industrial projects.

A. ROBERT BLIVEN, of 1284, Ruffner, Birmingham, Mich., has been elected a member of The American Institute of Architects and assigned to the Detroit Chapter, it is announced by Peter Tarapata, A.I.A. Chapter secretary.

Bliven, a native Detroit, received his bachelor of science in architectural engineering from Lawrence Institute of Technology in 1951. After employment in the architectural offices of Boddy, Benjamin & Woodhouse, and later with Wiedmaier & Gay, both of Detroit, he entered his own practice early this year.

MINORU YAMASAKI, A.I.A., of the firm of Yamasaki, Leinweber & Associates, Architects, of Royal Oak, was recipient of the Distinguished Leadership Award of the Japanese American Citizens League, at its 14th Biennial Convention held recently in San Francisco. The certificate of award was presented by a national JACL board member at the League's Detroit Chapter's tenth anniversary celebration.

Yamasaki has distinguished himself as an architect here and abroad. He was selected by the United States government to design the U. S. Embassy building in Kobe, Japan.

CHARLES W. SHERMAN, of 22343 Tireman Ave., Detroit, has been elected an associate member of the Detroit Chapter of The American Institute of Architects, it is announced by Gerald G. Diehl, Chapter president.

Sherman, a native of Arcadia, Ohio, was educated there and at the College of Architecture and Design, University of Michigan. He is now a field superintendent and specification writer in the Birmingham office of O'Dell, Hewlett & Luckenbach, Architects.

ROSAIRE J. LAPORTE AND HAROLD W. PENN, both registered professional engineers, announce the opening of their new office as Laporte & Penn, consulting civil and structural engineers at 1470 Holden Avenue, Detroit 2, Mich. The new telephone number is TRinity 1-3280.

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Correction:

In our November issue we published a picture of the Georgia Center for Continuing Education on the University of Georgia Campus at Athens. We credited Stevens & Wilkinson, of Atlanta, as architects, but failed to mention that Lewis J. Sarvis, A.I.A., of Battle Creek, Michigan, was consultant and that the original preliminary work was done in his office. We regret that the news release we received about this project did not credit Mr. Sarvis, hence our omission.

IRVING TOBOCMAN, of 9918 Broadstreet, Detroit, has been elected an associate member of the Detroit Chapter, American Institute of Architects, it is announced by Werner Guenther, Chapter treasurer.

A native of Cleveland, Ohio, Tobocman was educated at Detroit's Cass Technical High School and at the University of Michigan, College of Architecture and Design, where he received his bachelor of architecture in 1956.

After engagement in the Detroit offices of Albert Kahn Associated Architects and Engineers, Inc., and with Fazon & Gruys, Architects, Beverly Hills, Calif., he became employed by King & Lewis, Architects, of Detroit, where he is now a designer.

ROBERT F. HASTINGS, A.I.A., Vice President of Smith, Hinchman & Grylls, Inc., Architects and Engineers, has submitted his final report as chairman of the Architects and Engineers Division of Detroit's Torch Drive for 1956, showing total collections and pledges of \$57,351.

This represents 133% of his quota of \$43,206, for 1956, or a 37% increase over last year.

FOR RENT — Architects' office, formerly occupied by Jensen & Keough, Architects and Engineers, 15875 James Couzens Highway. Approx. 2000 sq. ft., one floor. \$325 per month, with or without ten-car parking lot at \$25 per month additional. —Albert Hann, ELgin 6-2550.

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THE TRADE AND INDUSTRIAL DIVISION OF FERRIS INSTITUTE has in operation a two year terminal program for the training of architectural draftsmen. Ferris Institute is a state college of about 1800 enrollment located in Big Rapids, Michigan.

They are in need of personnel to teach in their architectural drafting program. They would like to have a person who has not only graduated from a school of architecture, but who has also had practical experience in an architect's office. However, they would consider people with only one of these qualifications.

The salary schedule would run between \$5500 for no experience and a bachelor's degree, \$6000 with a master's degree, and could go up to \$7150 with five years of teaching experience at Ferris Institute. Naturally, where one would be placed on the schedule would depend on his background and qualifications.

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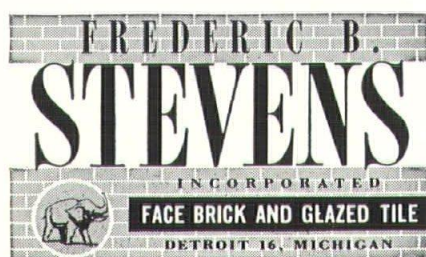


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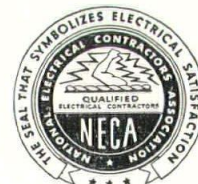
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Architectural positions are open for land adviser (appraiser), project planner, site planner, architectural engineer (specifications) and architectural engineer (estimates), with the Public Housing Administration, Housing and Home Financing Agency, 185 N. Wabash Ave., Chicago, Ill., Mr. Louis J. Goven, Administrative Officer.

Salaries range from \$6390 to \$7035 per annum. These are Federal Civil Service positions, with the usual benefits provided for Government personnel. Headquarters are in Chicago, and travel costs are paid as well as per diem in lieu of subsistence allowance of \$12.00 per day.

ARCHITECTURAL draftsmen and specification writers wanted. Some experience necessary. Alden B. Dow, Architect, 315 Post Street, Midland, Michigan.

AVAILABLE — Secretary, typist, stenographer with several years experience in architect's office, married, 40 years of age. — Box No. 165

Henry Freier

Henry M. Freier, 73, an architect who began practice in Detroit in 1901, died at his home, 4337 Seebaldt Avenue, Detroit, on November 10.

Mr. Freier was born in Detroit on April 27, 1883. He was educated in the public schools here and he attended the art school of the late Julius Melchers. He was practicing alone when the original architects registration act went into effect. From 1917 to 1927 he was a member of the firm of Raseman & Freier, his partners being the late Richard S. Raseman, F.A.I.A. and his son, Richard P. Raseman, A.I.A. He thereafter continued his individual practice but ill health overtook him more than a decade ago, after which he was able to carry on his practice only part time. In 1953 he retired completely. At that time his offices were at 300 Murphy Building in Detroit.

He had been a member of the Amer-

ican Institute of Architects, its Detroit Chapter and the Michigan Society of Architects.

Surviving are his wife, Mae, and a daughter, Mrs. Edwin D. Roberts, of 14960 Lindsay Avenue, Detroit.

T. J. Moxness

Troy J. Moxness, a member of The American Institute of Architects, Detroit Chapter, died at his home in Sacramento, California on October 26, at the age of 63.

A native of Trondhjem, Norway, he was educated in the public and private schools there and at Trondhjem Institute of Technology. He had traveled and studied in many foreign countries.

After employment in architects' offices in Ohio and California, he came to Detroit where he was engaged by Albert Kahn Associated Architects and Engineers, Inc. He later returned to California, where he was senior architectural designer for the Division of Architecture, State Department of Public Works.

Besides his architectural affiliations, he was a member of Detroit Lodge No. 2, F. & A. M. and Scottish Rite bodies in Detroit. He was a veteran of World War I.

He leaves his wife, Jennie, of 4443 Drury Road, Bloomfield Hills, Michigan.

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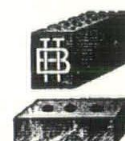
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Products News

Producers' Council MICHIGAN CHAPTER

Calendar of Coming Events

- Dec. 7—AIA-Producers' 3rd Annual Christmas Party, Detroit Yacht Club, Belle Isle
- Jan. 14—Architectural Metal Products Dinner by Kawneer Co., Fort Shelby Hotel
- Feb. 11—Mechanical Trades Night Dinner, Fort Shelby Hotel
- Mar. 14—Producers Council Cocktail Party in connection with 43rd Annual MSA Convention, Hotel Statler, Detroit

A PART-TIME SECRETARY and mailing address for the Michigan Chapter of the Producers' Council, Inc. was decided upon at the dinner meeting held November 12th at the Fort Shelby Hotel, Detroit.

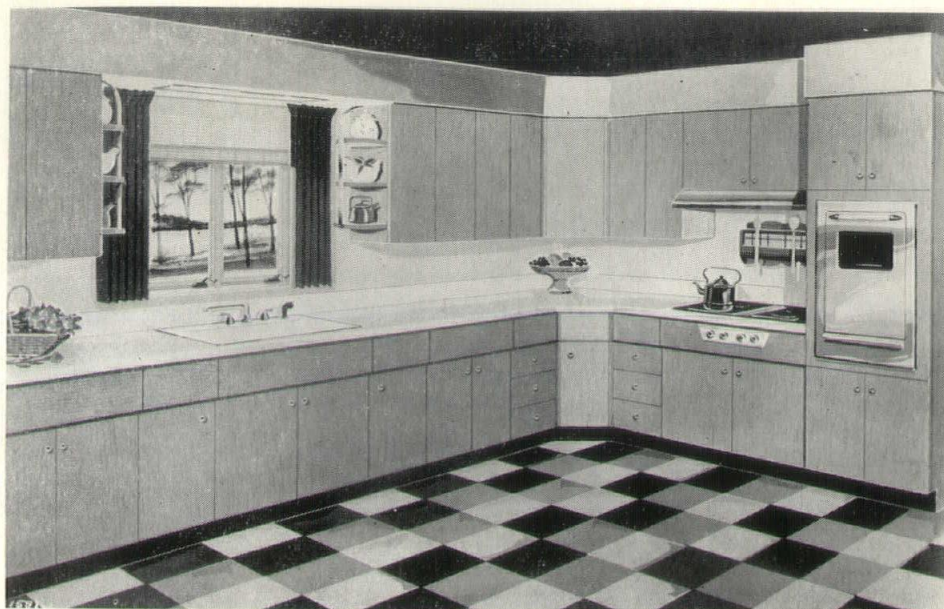
At the speakers table were Henry Hall, William Snure, G. Fred Muller, Walter Sandrock, Charles Trambauer, Ted Seemeyer, Louis Ollesheimer and Clyde Oakley.

Among those in attendance were: Anthony Kross, J. R. Starkey, Don Crandall, Al Hann, Charles Mock, Gene Hannum, C. E. Thornton, W. A. Cunningham, Charles Burrows, Scotty Farmer, Charles Houff, William Ogden, Richard Suminski, Frank Wilkowski, R. J. Peck and D. D. Snively.

Richard Barrett, Ed Parker, J. K. Fassett, George Hamilton, Tom Schwer, Harry Krueger, E. L. Hambleton, J. N. Ockun, H. W. Dallacqua, R. B. Richardson, W. R. Sherman, J. M. Dewlin, William J. Oliver and J. R. Gabel.

ARCHITECTS IN THE DETROIT, Michigan area will be happy and interested to know that the recently established Plumbing & Heating Industry Fund of Detroit has begun an advertising and public relations campaign to promote the architectural profession and to create a better public understanding of the important role of plumbing and pipefitting as applied to contemporary living.

There will be a series of advertisements in Detroit business publications



MORGAN COMPANY, manufacturers of cabinets and famous "Tee-Cor" hollow flush doors, after two years of engineering and research, has developed an outstanding line of modern wood kitchen cabinets. (Shown above)

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An exclusive Morgan feature is the use of selected veneers on both ends of the cabinets to match the veneers on the doors and drawers. Each cabinet is a complete unit and units are available in a multitude of sizes.

Doors are of the famous Morgan "Tee-Cor" hollow flush type construction, stable against dimensional changes under all temperature and humidity conditions. Smart door pulls for birch cabinets are polished chrome and polished brass for mahogany cabinets. Angle brace hinges of exclusive design are adjustable and concealed.

Southeastern Michigan and southern Ontario distributor for the new line is Kimball & Russell, Inc., 2127 Fenkell, Detroit, Michigan, who have distributed Morgan products for nearly 20 years. The products are sold through retail lumber dealers only.

designed to stimulate thinking in terms of new commercial construction. Each of these advertisements will urge business readers to consult an architect. In back of this campaign is the conviction that anything which helps to create new commercial construction or remodeling will help create new jobs in the plumbing and heating field.

Advertisements in the Detroit daily newspapers will point up the five year apprenticeship, the experience and training required to achieve a journeyman's rating in the plumbing and "wet" heating trades. Also stressed will be the roles they play in safeguarding health, and the promotion of better plumbing and heating facilities.

Looking ahead, PHI is exploring the possibility of creating scholarships in mechanical engineering at one of the state's universities, and thus helping, over the long term, to build a supply of engineering specialists of the industry.

It is also anticipated that increased public understanding of plumbing and heating skills will foster an increased interest in these trades on the part of qualified high school graduates who may wish to secure training in the trades involved.

HYGRADE PROTECTIVE COATING, a new product nationally distributed exclusively by the Burt-Wolf Co., 14910 Linwood Avenue, Detroit 38, Michigan, and developed expressly for the protection of the beauty of aluminum, bronze and other non-porous building materials during the building construction period, has recently been put on the market.

This emulsion-type product was created for application immediately after installation of aluminum, bronze, etc., window frames and sash, store fronts and building trim which are to be protected against plaster, paint, mortar and other materials from adhering permanently and from staining.

While the oily film remains intact and moist during the entire building construction period its outstanding feature is that it easily washes off with water, at which time all foreign matters rinse off, leaving a clean, smooth surface.

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A LARGE DETROIT FIRM has decided that food for victims of a strife-torn world takes preference over Christmas gifts to clients and friends.

C. Allen Harlan, president of Harlan Electric Co., said Thursday that his firm will not distribute the usual personal gifts during the holidays.

Instead, Harlan said, his firm will buy several thousand CARE food packages for hungry human beings in many parts of the world.

And instead of a Christmas gift, the firm's customers and friends will receive a holiday card announcing that their name is on a package of food sent to refugees in Hungary, Israel, Latin America, Korea, Greece or Pakistan.

"In this abundant country," he said,

"we believe that persons who would normally receive a Christmas gift from us will get a much greater spiritual lift because they are helping to keep alive some starving human."

His plan was disclosed at a luncheon meeting of the Michigan Care Committee, of which he is chairman.

The committee completed plans to open this year's CARE food crusade. It is scheduled to start Thanksgiving Day.

Nearly one million envelopes will be distributed through department and chain stores.

By putting \$1 in the self-addressed envelopes, contributors provide five pounds each of beans, rice, dried milk, and seven pounds of cheese for some hungry family abroad.

Reynolds Metals Award

AN INTERNATIONAL AWARD of \$25,000 will be made annually by the directors of the Reynolds Metals Company to the architect who has made the "most significant contribution to the use of aluminum, aesthetically or structurally, in the building field."

Establishment of the Award was announced November 12th by Richard S. Reynolds, Jr., president of the company, at a special dinner meeting at the Waldorf-Astoria Hotel and at concurrent occasions in 15 other major cities connected by closed circuit television. The Award, a memorial to the late R. S. Reynolds, founder of Reynolds Metals Company, will be known as the R. S. Reynolds Memorial Award.

The 5,000 architects, and others who were guests of the company were told that recipients will be chosen each year by a committee of distinguished architects working under procedures established with the counsel and cooperation of the American Institute of Architects.

Reynolds said that the committee of judges would be named in the near future. Announcements of the award, largest in the architectural field, have been sent to leading architectural societies all over the world.

The R. S. Reynolds Memorial Award will be international in scope. It may be conferred upon an architect of any nationality for work done in any country. "Prime consideration," the announcement said, "will be given to the creative value of the contribution and its potential influence on the architecture of our times rather than to the size or type of structure. Preference will be given to work completed during the twelve months preceding the award but the judges, if they wish to do so, may acknowledge earlier work in selecting award recipients."

"In spite of aluminum's great progress," Reynolds said, "I think there is no question in anyone's mind today that we are only on the threshold of the Age of Aluminum. We have only begun to

move out of a period when this strong, light metal has been used largely as a substitute for other materials. It is still relatively unusual to see the unique and amazing qualities of aluminum used as the basic fact in modern engineering and design, letting form follow the dictates of this new material."

Reynolds added: "It is certain that architects will increasingly explore these potentialities for structural and surface treatment and that their discoveries will have far-reaching effect on all our building. We hope that the R. S. Reynolds Memorial Award will stimulate, encourage and speed this process."

Reynolds also announced that each year the company will commission an outstanding sculptor to symbolize the award in a piece of original work which will be presented to the winner as an emblem of his achievement.

Before a candidate can be considered by the independent Committee on Awards, it will be necessary for the Committee to receive sufficient data to support the claim of the candidate. This will normally include blueprints, descriptions, and photographs of the completed work. The nature of the claim will, of course, determine the character of the data to be submitted.

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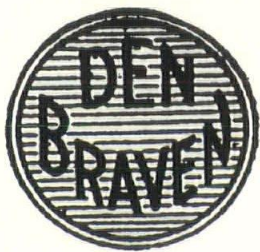
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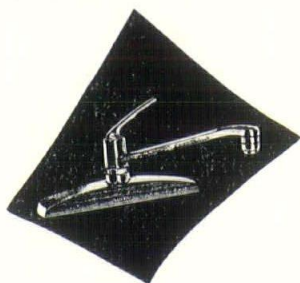
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